



**BUSINESS PLAN**  
**FOR**  
**“LEODI MAKMUR”**

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**A Business Plan presented to the  
Faculty of Business President University  
in partial fulfillment of the requirements for  
Bachelor Degree in Business Administration**

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## **PANEL OF EXAMINERS APPROVAL SHEET**

The panel of examiners declared that the Business Plan for "*Leodi Makmur*" that was submitted by Mentari Rahdini Majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on Wednesday, January 28, 2015

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## **DECLARATION OF ORIGINALITY**

I declare that this business plan, for "*Leodi Makmur*" is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, January 28, 2015

**Mentari Rahdini**

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**Mentari Rahdini**

# EXECUTIVE SUMMARY

## **Introduction**

Material construction business is very convinces. A lot of people need material construction for improve them house or want to build someplace. Business of material construction will never die especially for household and contractor, because they always will build or improve some place.

## **Company Description**

*Leodi Makmur* is a new concept of materials construction business in Indonesia, which is modern concept with middle scale and this concept is still not popular to use in Jambi. This concept is very suitable for easier the customers to buy materials construction.

## **Industry Analysis**

Hereby, can see how much the people doing the building of in Jambi, and can see the opportunity for in the future to open the materials construction business. From this data, very good to open this business because in Jambi is growth place.

## **Market Analysis**

Our main target markets are contractor (medium project) and household. *Leodi Makmur* just what the land traveler always needed, a place to rest. While they are traveling, they will feel tired and wanted to have a quick nap in a comfortable place. That is why our hotel located in the inter-state by-pass so that people who have traveled long way can stop by and rest their body.

## **Marketing Plan**

*Leodi Makmur* implemented a unique concept to its customer. There are some points of differentiation such as in service the customer, communication, comfortable shop, lower price, fast respond, and fast transaction. *Leodi Makmur*

will do some promotional activities such as partnerships with web developer and merchandising supplier.

### **Management Team and Company Structure**

*Leodi Makmur Company* will have one general manager that work side by side with the owner, and then helped by other team members as the secretary, operation manager, financial manager, drivers and four employees.

### **Operations and Development Plan**

*Leodi Makmur* will open 8am until 5pm every day but for Sunday will open 8am until 1pm. *Leodi Makmur* operation plan includes operations, profitability, quality assurance, reporting, and customer service. The milestones need to be achieved in order to develop the business.

### **Financial Projections**

The financial projections are included in the business plan. Balance sheets, income statements, cash flow, return on equity (ROE) ratio and ratio analysis that includes Leverage Ratio, Operating Efficiency Ratios, Liquidity Ratio, which these financial projections can be use to know the profitability of the *Leodi Makmur Company*. The financial report is projected for four years. Then, for the capital in *Leodi Makmur* Rp3,629,700,000. Here, for the profitability using the formula Return on Equity (ROE). In the first year will get 31%, in the second year will get 20%, then for the third year will get 18%, and for the fourth year will get 18%.

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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Name and Address of the Business**

*Leodi Makmur*

Jalan Lingkar Barat, samping Terminal Tango Rajo No. 2-5 Rt.01

Simpang Rimbo, Jambi

Indonesia

### **1.2 Name and Address of Principal**

Mentari Rahdini

Jalan Patimura, Lorong Kenali Jaya Rt.01 Rw.02 No.111

Simpang Rimbo, Jambi

Indonesia

### **1.3 Nature of Business**

Selling building materials, organizing way and comfortable. Then, of course this business will always have change of price.

### **1.4 Statement of Financing Needed**

The total capital is approximately Rp3,629,700,000 with the total gross income per year of more than 5,860,000,000. Therefore, for the profit in the first year will be Rp737,315,000 and keep increasing every year.

### **1.5 Statement of Confidentially Report**

This all information is provided in confidence, for the purpose of thesis requirements then cannot used for others purpose without the express written permission of the principal mentioned above.

## **CHAPTER II**

### **COMPANY DESCRIPTION**

#### **2.1 Introduction**

Materials construction business is very good for in the future, which are every people need materials construction to build something placing such us a house, apartment, or make a project, etc. Competition for materials construction business is very tight because many people already can see about business opportunity for in the future. But almost of the owner each company Chinese Indonesian.

*Leodi Makmur* will implement a different concept of materials construction business compared to the other. *Leodi Makmur* will be located in Jambi, near out city, which usually people buy material construction from people life in out city and many contractor have a lot of project in out city because Jambi is developing place. Therefore, materials construction business in Jambi is many but it is still like usual, and in Jambi also has materials construction business like super market but this is very complicated for usual society. Hereby, *Leodi Makmur* will have a good concept such us use technology modern but not too difficult to use, then will have comfortable shop, lower price, fast respond, and fast transaction. This all will be look different to the others shop and not difficult to but materials construction in *Leodi Makmur*.

This concept will make easier and comfortable for the customers. The rate of the materials construction will be based on how many materials construction customers buy. So customers only pay for how much or how many the customers buy the materials construction. *Leodi Makmur* implemented a middle market concept, which is this concept will be use

technology modern but not too like super market materials, then the cost will almost same like usual shop but *Leodi Makmur* will have lower price.

## **2.2 Vision and Mission Statement**

### **2.2.1 Vision**

To be the best materials construction mini market company in Jambi.

### **2.2.2 Mission**

- To provide the best service such us make costumers feeling comfortable when they buy materials construction in *Leodi Makmur*.
- To make easier the customers to order the materials construction.
- To make differentiation with the competitor.
- To ensure the customer satisfaction.

### **2.2.3 Tagline**

Where buildings look beautiful and strong.

## **2.3 Services**

*Leodi Makmur* offers the customer for free parking area in front of company since the customer buy materials construction. Furthermore, when customer wants to order the materials construction, the employee will give the explanation about what function of the product, fast respond, give the friendly service, comfortable chop. For the payment processes



have five choices and in this transaction will provide the credit machine to make the easier the transaction:

1. Cash
2. Credit
3. Transfer
4. Debit
5. Check

## **2.4 Current Status**

*Leodi Makmur* needs to complete the milestone in order for the company to start its operations as explained in Section 8.1. The milestones are as follows:

1. Get enough money for the initial capital
2. Search for supplier
3. Employee Recruitment
4. Get the permit letter from the government
5. Run the project
6. Make the marketing move
7. Board of organization
8. *Leodi Makmur* Opening

## **CHAPTER III**

### **INDUSTRY ANALYSIS**

#### **3.1 Industry Size and Growth Rate**

Every people have a dream to build a house, office, shop, etc. Therefore, with this dream is opportunity for a businessman or a businesswoman to open a materials construction shop. This business will never die because someone, of course wants to make a house, a building, a shop, improve or make innovation in them house. So, open materials construction is a good business.

**Table 3. 1 The Total House Needed Year 2000, 2004, and 2009**

Year	Total House Needed
2000	1.663.533
2004	5.832.665
2009	11.665.330

Source: RPJMN 205-2099, Bappenas

Based on Table 3.1 shows the total house needed, from 2000, 2004, and 2009. It shows that the number of total house needed increases year by year.

**Table 3. 2 The Total of "Rusunawa" Every Province Year 2004-2007**

No.	Location	Twin Blok	Unit
1	NAD	1	98
2	Sumatera Utara	11	1.055
3	Sumatera Barat	3	290
4	Sumatera Selatan	3	288
5	Jambi	1	98
6	Lampung	1	98
7	Kepulauan Riau	5	432
8	Banten	1	98
9	DKI Jakarta	41	4
10	Jawa Barat	26,5	2.504
11	DIY	11	1.022
12	Jawa Tengah	18	1.718
13	Jawa Timur	24	2.208
14	NTT	1	98
15	Bali	1	98
16	Sulawesi Selatan	10	933
17	Sulawesi Tengah	1	98
18	Sulawesi Tenggara	1	98
19	Sulawesi Utara	2	180
20	Kalimantan Barat	1	96
21	Kalimantan Tengah	1	98
22	Kalimantan Timur	3	290
23	Papua	2	192
	Total	169,5	16.006

Source: Kementrian Negara Perumahan Rakyat, 2007

Based on Table 3.2 shows about the total of mansions rent simple each province in 2004 – 2007 years. Hereby, shows that the totals of mansions are many, especially, such as province of East Java, West Java, and DKI Jakarta. The contractors have a good opportunity to build mansions more than 2,000 unit. This is a good opportunity for contractors, and also good opportunity for materials construction shop to sell them materials.

**Table 3. 3 Household Which Have Their Own Homes by Way of Obtaining Building in 2007 (%)**

<b>How to Obtain a Building</b>	<b>Urban</b>	<b>Rural</b>	<b>National</b>
Purchased From the Developer	7,48	0,39	3,01
Purchased Through Cooperatives/Foundations	0,49	0,18	0,30
New Purchase of Individual	4,27	1,42	2,47
Second (Purchase not new)	9,37	4,76	6,47
Build at Their Own Expense	56,82	73,09	67,08
Building With Individual Loans	1,57	2,02	1,86
Build With a Bank Loan/Cooperative	1,56	0,67	1,00
Others	18,42	17,46	17,82

Source: Statistik Pemukiman dari Perumahan, 2007

Table 3.3 shows that many people have way to get house themselves, even though that people have to buy and that house is not new. So big they dream to have a house. From this data, can see for in the village, many people build a house with cost themselves.

**Table 3. 4 Volume, Value, and Average Price per Unit The Building of House  
by Perumnas, 2011-2012**

Regional	Province	2012			2011		
		Volume	Price 1	Price Average/Unit	Volume	Price 1	Price Average/Unit
		(Unit)	(Rp 000 000)	(Rp 000 000)	(Unit)	(Rp 000 000)	(Rp 000 000)
1	Aceh	104	7,501	72	12	900	75
1	Sumatera Utara	281	18,700	67	1,488	87,792	59
1	Sumatera Barat	53	3,172	60	12	780	65
1	Riau	75	4,805	64	65	5,330	82
1	Kepulauan Riau	187	11,962	64	209	11,913	57
2	Jambi	51	4,543	89	29	522	18
2	Sumatera Selatan	560	60,111	107	715	65,065	91
2	K. B. Belitung						
2	Bengkulu	121	9,298	77	245	15,680	64
2	Lampung	653	50,553	77	210	13,230	63
3	DKI Jakarta	1,044	270,247	259	316	56,880	180
3/4	Jawa Barat	1,061	156,429	147	489	77,751	159
3/4	Banten	32	7,813	244	43	8,772	204
5	Jawa Tengah	892	82,051	92	1,576	48,856	31
5	DI Yogyakarta	163	12,975	80	152	8,512	56
6	Jawa Timur	1,790	137,394	77	689	34,450	50
6	Bali	43	2,466	57			
6	NTB	288	19,788	69	632	37,920	60
6	NTT						
2	Kalimantan Barat	1,283	54,613	42	721	47,586	66
2	Kaltimantan Tengah	298	21,829	73	182	6,370	35
5	Kalimantan Selatan	299	22,173	74	82	8,118	99
5	Kalimantan Timur	308	22,131	72	362	21,720	60
7	Sulawesi Utara	361	15,010	42	38	2,888	76
7	Gorontalo	20	1,506	75			55
7	Sulawesi Tengah	54	3,231	60	110	6,380	58
7	Sulawesi Selatan	425	53,012	125	1,118	70,434	63
7	Sulawesi Barat						
7	Sulawesi Tenggara	56	6,499	116	69	5,037	73

7	Maluku	23	1,982	86	36	3,384	94
7	Maluku Utara						
7	Papua	30	3,924	131	75	3,075	41
7	Papua Barat						
	Indonesia	10,555	1,,065,271	101	9,675	649,345	67

Note: 1 Point is Estimation Price

Source: Perum Perumnas

Based on table 3.4 shows about volume, average of price per unit for building in each province around 2011 and 2012 is many units and increasing for building. From this table also show that 1 unit is expensive. For Jambi Province, have good increasing for volume and have expensive price also for 1 unit. From the data shows that many people be ready to collect money for build a house. Even though, they all know 1 unit is expensive. But also not only for Jambi Province has increasing but many provinces also have increasing in each year.

### 3.2 Industry Structure

The materials construction company is very needed in Indonesian market nowadays. To be able to good run in the materials construction company, well prepared plan and some differentiation from the competitors are needed.

The structural characteristics of the materials construction company are as follows:

1. *The growth of materials construction*

As shown in Table 3.1, the total of house needed have increased in every year, and also in table 3.4 many volume increasing in a year and average

of province always increase for the unit. This is shows that for building something always increasing and needs many materials construction.

## 2. *Competition*

The competition in the materials construction business is lower price, like usual materials construction company very good play in price. *Leodi Makmur* has some plan in order to good run in this market without having a big competitor in this business.

## 3. *The basis for competition*

With difficult competition in this company, it is very important to maintain comfortable shop, fast transaction, and fast respond to get more customers. The comfortable shop is good in business plan because not many competitors attention to this point. Then, for the fast respond and fast transaction is also very important in this business plan. *Leodi Makmur* has to create confidence and loyalty to its customers.

### **3.3 Key Success Factors**

For the key success factors, the company will have good growth in the market when it's considering all the components to be able to compete in the market successfully and achieving benefit. The key success factors for this industry are as follows:

#### *1. Comfortable Shop*

With comfortable shop (clean, and not dusty) will make the customer feeling want to buy materials construction in this company, because actually situation in materials construction shop is untidy, so excellent

comfortable shop is one of the key success factors to make the customer to be interested.

## *2. Lowest Price*

Lower price is a good strategic to make the customer come to the company for buying materials construction, and also in this company have good quality in the product. From here, the company will have many competitors because for materials construction is not too easy to play in the price of product.

## *3. Fast Respond and Fast Transaction*

Fast respond and fast transaction is also good strategic to attract customer for order materials construction in this company, because in general many human do not want for waiting, so in this company will utilizing this condition for do not make the customer waiting for long time.

## **Conclusion**

So, for the key success factor *Leodi Makmur* will choose to provide the comfortable shop, fast respond and fast transaction, because this key success factor can attract the customers to buy materials construction in *Leodi Makmur*.

## **3.4 Industry Trends**

### **3.4.1 Trends that Favors the Industry**

There are some events in Indonesia that supports the materials construction company; some of them are New Year and Eid Mubarak. Most of the family in Indonesia always wants to make



something different in house, such as make innovation, add more building, or improve their house.

#### **3.4.2 Trends that Against the Industry**

To building some place need money, which to build something must have a lot of spend money. Other than raining day, which contractor or other people cannot work to building because of raining. Some people not always work in outside but for deliver the materials construction is not good when raining.

### **3.5 Long-Term Prospect**

The materials construction company does have a great prospect as the total of mansions rent simple, many people needs mansions as Table 3.2 shows. From here, good for contractors for run they project because of this. *Leodi Makmur* will provide package to make interest contractor in buying materials construction. Therefore, as Table 3.3 in building a house they have many ways to get it like use money themselves, buy from others, etc. So, the prospect for materials construction is very good because many people want to build a house, something build, or renovation their house.

## CHAPTER IV MARKET ANALYSIS

### 4.1 Segmentation, Targeting, and Positioning

#### 4.1.1 Market Segmentation

The segmentation, the company will be able to serve the consumer better and be competitive in the market. According to Kotler & Armstrong (2010), Market Segmentation is dividing a market into smaller groups with distinct needs, characteristics, or behavior that might require separate marketing strategies or mixes. Market segmentation groups customers based on their needs. In *Leodi Makmur* company segmentation is product, for customer segmentation is service.

The materials construction market has a multitude of segments that can be categorized by geography, demographics, psychographics, and behavior.

##### 1. Geography

**Table 4. 1 Indonesian Population**

Province	Population in million (2000-2010)
Aceh	2.36
Sumatera Utara	1.1
Sumatera Barat	1.34
Riau	3.58
Jambi	2.56
Sumatera Selatan	1.85
Bengkulu	1.67
Lampung	1.24

Kepulauan Bangka Belitung	3.14
Kepulauan Riau	4.95
DKI Jakarta	1.41
Jawa Barat	1.9
Jawa Tengah	0.37
DI Yogyakarta	1.04
Jawa Timur	0.76
Banten	2.78
Bali	2.15
Nusa Tenggara Barat	1.17
Nusa Tenggara Timur	2.07
Kalimantan Barat	0.91
Kalimantan Tengah	1.79
Kalimantan Selatan	1.99
Kalimantan Timur	3.81
Sulawesi Utara	1.28
Sulawesi Tengah	1.95
Sulawesi Selatan	1.17
Sulawesi Tenggara	2.08
Gorontalo	2.26
Sulawesi Barat	2.68
Maluku	2.8
Maluku Utara	2.47
Papua Barat	3.71
Papua Barat	5.39

Source: Sensus penduduk 1971,1980,1990, 2010 dan sensus penduduk antar sensus (SUPAS) 1995.

By the geographic, the most suitable province of segmentation is the region of Jambi. Based on the data we can see the population of Jambi. Then from here we can see the place for build some building. Besides that, population in Sumatra still process of growing. This is a good opportunity to open materials construction business.

## 2. *Demographic*

Demographic segment can be determined by the age of the materials construction consumer, which is dominated by consumer aged 26-32 years old. The most of consumers using materials construction for house hold, renovation, or make a run the project. And also, most of the customers already married.

## 3. *Psychographic*

Psychographic factor can be determined by their salary or their economic. Life style image of consumer is the most suitable economic level for *Leodi Makmur*, but for middle up is good also.

## 4. *Behavior*

The consumer for this materials construction need get good service. In *Leodi Makmur* will have comfortable shop concept, so they will feeling comfortable when they enter to this shop or order materials construction. Service in here will give better than other shop. Then, not only for service, but in materials construction will have good quality.

### **4.1.2 Target Market Segmentation**

Targeting is very important in each company or business. The company must have target their product to the right consumer that in needs of their product. Then, each and every people have a different needs and wants, so a product may not be able to satisfy every single person. According to Kotler (2010), Market Targeting is the process of evaluating each market segment`s attractiveness and selecting one or more segments to enter.

*Leodi Makmur* target markets are mostly contractor (medium project and household), which with this customer will get the many orders. *Leodi Makmur* is located in the out of city and near regency, in this place is good to open materials construction business, so it is a good place for the household or contractor (medium project) that wants to order or directly buy the materials construction, and this place also easy for big truck, or container car is coming to *Leodi Makmur*.

#### **4.1.3 Positioning**

*Leodi Makmur*'s positioning is for contractor (medium project) and household who needs good discount in buying materials construction or get package for materials construction. So, they can buy many with low price. According to Barringer (2009), Positioning is concerned with how a firm is situated relative to its rivals (or potential rivals).

## **4.2 Buyer Behavior**

There are some factors that affect consumer buying behavior in choosing *Leodi Makmur* materials construction. The factors that affect the buying materials construction decision for consumer of *Leodi Makmur* will be explained as follows:

### *1. Needs*

To build a house, a office, or build some place. The consumer need buy materials construction. To buy materials construction, the customer needs parking area to make easy customer put them

vehicle. *Leodi Makmur* provide gadget as technology modern to make easy for listing the product of materials construction, which is the customer orders.

## *2. Price*

Price is the most interesting aspect that can affect buyer behavior, because most people will look for the price that is worth the service or quality. Usually customer with middle-low income will keep the budget as low as possible. That is why *Leodi Makmur* offering a low price from price market. Discount also have a big impact in customer's decision, so *Leodi Makmur* also offer a package that can decrease the price when they buy materials construction.

## *3. Location of the Material Construction*

Highly accessible location, and easy to parking car (pick up, truck, or cold diesel) this is will make more interest especially contractor of supplier. Then, in the same route with the destination is a positive attributes that may affect the customer buying behavior. The location needs to be able to be seen clearly by the people passing by, so they would not difficult to find the materials construction with concept modern and middle scale. *Leodi Makmur* have strategic location. Because *Leodi Makmur* located in near regency and near out of Jambi city.

## *4. Information Availability*

Consumer needs clear and accessible information about the materials construction. *Leodi Makmur* information access and list of the product (catalog). From this information will help the consumer easier to buy or order the materials construction directly way or via mobile phone.

## 5. Service and Facilities

Customers always want to get a good service from materials construction shop. When the company is able to meet the customer's expectation, trust and loyalty will stick to the company. In order to meet the customer's expectation, the company needs to prepare for the best service they can offer to the customer. With a professional staff who willing to help and guide the customer, customers will have a good relation with the company and resulting in mutual benefit for them as well as for the company. *Leodi Makmur* will provide service, comfortable shop, fast respond, and fast transaction that will meet the expectation from the customer, especially from contractor (medium project), and household.

## 4.3 Competitor Analysis

### 4.3.1. Direct Competitors

The competitors in materials construction shop are very tight. Because, the competitors dominant with Indonesian Chinese. This is too difficult. Most of the people already know, if the Indonesian Chinese is very good in business.

Therefore, the others competitor is who long time open the materials business in Jambi because they already get the trust and loyalty of the customers.

The main advantage of *Leodi Makmur* is the location. *Leodi Makmur* located in the out of city which also near regency. This place is choosen because many people of regency buy materials construction to city, then in the regency not much have materials construction shop there. But, in *Leodi Makrmur* location is more near.

### 4.3.2 Indirect Competitors

An indirect competitor of Leodi Makmur is home made of container. For build this home, no need materials container, they just need container car have used. This home made of container design of architect.

When using the container car has used, from this can make beautiful home also, and price for build a home is not expensive like we use materials construction for building a house or home. Hereby, they only need reparation of this container car to make a house.

Although home made of container is still not popular. But, maybe for the next will be popular. Then, the people will be not use materials construction for build then house again.

## 4.4 Estimation of Annual Sales

**Table 4. 2 Estimation of Annual Sales**

Month	Merchandise (Rp)
January	380,000,000
February	330,000,000
March	300,000,000
April	350,000,000
May	420,000,000
June	550,000,000
July	650,000,000
August	480,000,000
September	600,000,000
October	400,000,000
November	550,000,000
December	850,000,000

Source: Self-Developed



The sales will peak when the December because the contractor will do the project mostly near the end of the year, and also for household. Mostly, household make a building before the end of the year, this is almost same with contractor. Then, in July also many people want to renovation them house. This is will make them house look like new house again. Not only house need to renovation, but also for building of school, office, etc. Many people need something new in them building.

In July and December, the sales will increase sharply as well because it is the contractor runs the government project. Most materials construction business will peak when there is holiday, and the end of the year. When holiday, and the end of the year, the number of customers want to buying materials construction will increase in a great number and that will benefiting the company.

The downside of this company is when there is no long holiday and no project. In such month (January, February, March, and April the contractor there is not much project, and for the household there is not enough money and for the household usually for this month is time to collect the money, after that when near holiday they will buy the materials construction.

#### **4.5 Market Research Result**

*Leodi Makmur* has done a market survey regarding the selling the materials construction and service also. The market research have collected the data of 384 respondents with total 120 respondents aged 26-32 years old and 104 respondents aged 19-25 years old. Some of the respondents are contractors, entrepreneur, and household. Most of the customers have married. Therefore, the result of questionnaire show, the customer buy the materials construction for build a house, for build a

house get 39%. After that, the customers buying the materials construction for renovation, for renovation get 31%.

13% of the respondents need the materials construction for doing project. Even though, the respondents for doing project only 13%, the contractor buying the materials construction are so many materials to build the project. Then, most of them is male, the male is getting 58%.

Most of the respondents always shopping in materials construction are every 14 days. Besides of that, the process building a house or projects almost can take 3 years, it takes 39%. And also can take 2 years, it take 37%. It is not too different. Approximately, for around 2 years or 3 years only for build house middle low, and then the period of time build house with middle up of scale or finish the project can take 4 years or more than 5 years.

The transaction in *Leodi Makmur* have to way, like pay directly or with bond way. When the respondents choose pay with bond way, most of them will pay around less than 1 month. After that, 27% of respondents will pay less than 2 months. But, 15% of respondents will pay around less than 3 months. For, less than of 3 months or others approximately are contractor or which customer build a house with scale middle up.

The result of questionnaire about open the materials construction shop with modern concept and middle scale, most of the respondents are choose yes, and get 79%. For this customers think, this is a good concept, and can make the customers easier in buying the materials construction. Then, for 21% of respondents are choosing no, because they think this concept will make the customer complicated in transaction, ask about the product, etc. But for this customers just think, this concept same like super market.

After that, based on the result of the questionnaire about in order the most always faced is difficult to find the parking area for car or motorcycle, it takes 35%. This is always happen in materials construction shop. Then, 23% of the respondents think always happens after difficult to find the parking area is not service friendly. This always happen if the materials construction shop is very busy. Besides of that, 19% of the respondents always faced are delays in sending the materials construction. 15% of the respondents think if much dust in materials construction shop is not good also for health. And 8% of respondents not too always faced is late in service the consumer. The complete market research result is attached in Appendix 2.

## **4.6 SWOT Analysis**

### **4.6.1 Strengths**

1. Strategic location, located in Simpang Rimbo, for this place is growing and most people of regency will buy material construction will be near and easy. Then also, truck will easy to coming.
2. Modern concept, with using technology, comfortable shop, low price, fast respond, and fast transaction, the customer will be feeling comfortable because this company have good service.
3. Trust and honest. Which is this company will explain about the real of the product, honest in selling the product.
4. Quality of product is good.

### **4.6.2 Weaknesses**

1. This concept is still new. Then, the customer will think this concept is complicated.
2. Some customer will think, price of product is expensive.

3. Cannot bargain.

#### **4.6.3 Opportunities**

1. Many people still want to build a building like house, shop, office, etc.
2. In Jambi still have large land to build some place, house, or buildings.
3. Many contractors in Jambi.
4. The growth in Jambi is faster.

#### **4.6.4 Threats**

1. The pricing in market always change. Based on the rainy season. Because, stock will be finish and difficult to come with reason is rainy. So, for this change have to fast for make prediction in changing the price of product and the price can suddenly higher, suddenly lower.
2. Bad think of material construction with modern concept in middle scale (higher price, complicated in transaction).
3. Many competitor of materials construction in Jambi. Especially, Indonesian Chinese. This competitor is really good in playing price.

## **CHAPTER V**

### **MARKETING PLAN**

#### **5.1 Overall Marketing Strategy**

*Leodi Makmur* has a different concept from most of the materials construction shop in Indonesia. When most materials construction company open up in city center. *Leodi Makmur* has a slightly different implementation. *Leodi Makmur* did not aim only get it in city, but aimed for the customers who live out of city and near regency.

In order to be able to fulfill that, *Leodi Makmur* is located in between out of city and regency. So, this materials construction company in the middle. When the customer needs many materials construction, *Leodi Makmur* have to deliver this materials construction need cold diesel car or truck. Whereas, when *Leodi Makmur* located in the city, this car is difficult to enter to the city because the effect of that can make traffic jam in the city.

There is already one super market of materials construction in Jambi market has located almost near out of city, but what makes *Leodi Makmur* different is the rate. Most of usual materials construction company, when usual materials construction company is full with the customer or busy, the others costumers just wait for a long time and some the customer leave it. Why this can happen? This is because the usual materials construction cannot organize with good. *Leodi Makmur* implemented comfortable customers when the customers want to order the materials construction. In *Leodi Makmur* will not leave the customers for a long time. Although *Leodi Makmur* company is busy.

Customer's satisfaction is very important, not only in materials construction industry, but in every kind of business. *Leodi Makmur* will offer the best quality, make the comfortable shop for its customer with the best pricing, give the fast respond when the customer want to order and give fast transaction also, in order to build trust and loyalty to its customer. It will be a mutual benefit when the customer being loyal and trust. So, the customers will think to buy materials construction in others company. Then, *Leodi Makmur* will receive the money from the loyal customer.

*Leodi Makmur* will training and briefing the staff to give the best service to the customer by give the explanation about the materials construction, which is when the customer does not understand about that product. After that, prioritizing the relationship of customer and staff of the materials construction company is important also. All the staff of *Leodi Makmur* has to understand about the product want to sell. When, the staff still does not understand about that product, the staff can learn with ask to the operation manager or general manager.

When the staff personal manner to interact with the customer, encouragement to assist the customer, and the knowledge of the products and services in order to be professional with their job desk. By having a professional staff the quality of the service will make good result for company and that will build further trust and loyalty to the customer.

Cooperation is another important aspects in this industry, *Leodi Makmur* have planned to make collaboration with companies. *Leodi Makmur* will collaborate with some materials construction companies in order to when the product fresh out of, *Leodi Makmur* can take the product in that company first, after that will pay.

### **5.1.1 Positioning**

The main target of *Leodi Makmur* is contractor (medium project) and household. With the contractor (medium project) and household being the targeted customers, they would purchase the services or products due to their needs for the buildings of. The contractor (medium project) and household will order many to do them purpose, that is build some buildings.

In Indonesia, most of the people when start to buy the materials construction and that people already feeling suitable, they will buy that product in that company. Moreover, this people will find the comfortable shop when entering to the company, will get lower price when to buy the product, get the fast respond of the *Leodi Makmur* staff, and will not ignore the customer when to do the transaction. This all, the people really like and directly become interact for many people when to buy the materials construction.

### **5.1.2 Points of Differentiation**

*Leodi Makmur* implements a unique concept that is different made the company have a few differentiation points from the other company in the same industry. Listed below are the key differentiations:

1. The materials construction company is located in the suburban area and near regency also, because mostly materials construction company is located in the city.

2. *Leodi Makmur* will provide the comfortable shop, which is no dust, clean, and organized. Mostly material construction shop there is no feeling comfortable when enters that shop. Because so many dust, dirty, and for the product is unorganized.
3. Beside of that, although this company have modern concept and middle scale, the price is lower than others markets. This is can be interest for the customers.
4. To buy materials construction when this company is busy, this staff will not ignore the customer for a long time. Because the customer needs is our advantage. Usually, in usual materials construction shop is busy, approximately of them ignore the others customer because usual materials construction shop unorganized. So, in this company will give fast respond for the customer. With way, 1 employee will service 2 customers, operation manager, CEO, secretary will help also in order we are not ignore the customers.
5. In this company, will give the fast transaction. For fast transaction is very important also because usually in other materials construction shop always pending for transaction. Why become like that? Because some of them, when very busy will forget to make fast in transaction. Sometimes, the customer already pay, but cashier take a long time for return back the money, busy with call, or busy for service the others customers. So, this will make the customers become bored.



## 5.2 The 7Ps of Marketing Strategies

### 5.2.1 Product

The core product of *Leodi Makmur* is selling the materials construction for building something or renovation a house building, a school building, etc. *Leodi Makmur* have several type of buying materials construction, such as for buying the materials construction with many, for example contractor (medium project) this is will get package, so the contractor (medium project) can get low price. Then, for household will get a discount when buy the materials product is many. The contractor (medium project) and household will get the gift of *Leodi Makmur* company. Gift as expression of the company because they already buying the materials construction are so many, and can get the catalog also. This all for build customer relationship with the *Leodi Makmur* company.

### 5.2.2 Price

In this company have plan for make it price lower than others materials construction company. The price can be seen in Table 5.1.

**Table 5. 1 Price of Product**

<b>Cement</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	<b>Per Kg</b>
Padang	50 Kg	63,000	2,000
Holcim	50 Kg	65,000	2,000
Tiga Roda	50 Kg	65,000	2,000
Bosua	50 Kg	62,500	2,000

Batu Raja	50 Kg	63,000	2,000
Semen Putih Surya	40 Kg	70,000	2,500
Semen Putih 3 roda	40 Kg	95,000	2,500
<b>Nail</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	<b>Per Kg</b>
Cap Bison	1"	120,000	15,000
Cap Keris	1 1/2"	115,000	13,000
Cap Paku	2"	100,000	12,000
Cap Panda	2 1/2"	100,000	12,000
	3"	100,000	12,000
	3 1/2"	100,000	12,000
	4"	100,000	12,000
	4 1/2"	100,000	12,000
	5"	100,000	12,000
<b>Iron</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
KS Cilegon	6x12	25,301.16	
	8x12	44,979.84	
	10x12	70,281	
	12x12	101,204.64	
	16x12	179,919.36	
	19x12	253,714.41	
	22x12	340,160.04	
	25x12	439,256.25	
	32x12	719,677.44	
TY	6x12	20,773.58	
	8x12	36,930.82	
	10x12	57,704.40	
	12x12	83,094.34	
	16x12	147,723.26	
	19x12	208,312.88	
	22x12	279,289.30	
	25x12	360,652.50	
	32x12	590,893.06	
SK	6x12	14,426.10	
	8x12	28,275.16	

	10x12	46,740.56	
	12x12	69,822.32	
	16x12	129,834.90	
	19x12	186,962.26	
	22x12	254,476.40	
	25x12	332,377.34	
	32x12	554,539.28	
<b>Cat Minyak</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Platon	1 Liter	47,500	
Danalux	1 Liter	45,000	
Glutex	1 Liter	52,000	
Avian	1 Liter	52,500	
<b>Cat Tembok</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Balilux	5kg	40,000	
	20kg	175,000	
Q-Lux	5kg	60,000	
	20kg	225,000	
Vinilex	5kg	105,000	
	25kg	525,000	
Metrolite	3kg	85,000	
	23kg	425,000	
Kimek	5kg	70,000	
	20kg	300,000	
G-Lux	5kg	40,000	
	20kg	145,000	
<b>Cat Genteng</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Matex	5kg	145,000	
	1kg	40,000	
Bodelax	5kg	165,000	
(seng)	1kg	35,000	
<b>Seng</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Cap Angso Duo	6x9	645,000	

	7x9	745,000	
	6x11	745,000	
	7x11	870,000	
	8x11	875,000	
<b>Triplek</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Cap Bintang	3	50,000	
Lotus	4	60,000	
Fortune	6	80,000	
	8	100,000	
	12	150,000	
	15	200,000	
	18	230,000	
<b>Gembok</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Prohex	30mm	10,000	
	40mm	15,000	
	50mm	25,000	
	60mm	30,000	
Rush	20mm	6,000	
	25mm	7,000	
	30mm	8,500	
	40mm	10,000	
	50mm	15,000	
	60mm	25,000	
Savety	40mm	25,000	
	50mm	30,000	
Viro	25mm	45,000	
<b>Brand</b>	<b>Size</b>	<b>Price</b>	<b>per Kg</b>
Kawat Ikat	25kg	250,000	15,000
Kawat Licin	50kg	600,000	15,000
Pasir	4 3 (1dam truck)	230,000	
	1 Datsun	125,000	
Kerikil	4 3 (1dam truck)	1,000,000	
	1 datsun	400,000	

GRC	4mm	63,000	
<b>Tinner</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Chealsea	1Litter	20,000	
	5Litter	70,000	
Laba-Laba	1Litter	20,000	
	5Litter	70,000	
Cobra	1Litter	25,000	
	5Litter	105,000	
<b>Glass blok</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Mulia	20x20cm	17,500	
King Master	20x20cm	17,500	
<b>Dempul Mobil</b>			
Epoxi	1Litter	65,000	
Alpa Gloss	3kg	90,000	
Salax	3kg	72,500	
BodyLex	3kg	145,000	
Auto Lux	4kg	85,000	
<b>Dempul Kayu</b>			
Bango	1kg	17,500	
Impra	1kg	32,500	
Nippon	1kg	32,500	
<b>Kuas Cat</b>			
Buaya	1"	6,000	
	1 1/2"	7,500	
	2"	10,000	
	2 1/2"	12,500	
	3"	15,000	
	4"	22,500	
	5"	27,500	
<b>Tangki Air</b>			
Tedmond	350L	350,000	
	650L	725,000	
	1100L	1,125,000	
	2000L	2,300,000	

Nando	750L	750,000	
	1200L	1,500,000	
Penyu	1100L	1,250,000	
<b>Grobak</b>			
Arco		350,000	
Sorong		325,000	
<b>Asbes</b>			
Jabesmen	6x11	625,000	
	7x11	725,000	
	8x11	835,000	
Atesco	6x11	610,000	
	7x11	710,000	
	8x11	810,000	
<b>Prabung Asbes</b>			
Jabesmen		14,000	
<b>Tepung Qornis (GRC)</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
A-Plus	20 Kg	72,500	
<b>Spiritus</b>	per litter	12,500	
<b>Gerendel Pintu</b>			
Ferza	4"	7,500	
	2"	5,000	
Fit	6"	12,500	
Ferza	6"	12,500	
	8"	15,000	
	10"	17,500	
	12"	25,000	
AXELL	1m	65,000	
<b>Kikir</b>			
Baco	4"	20,000	
Cap Silang	5"	15,000	
	4"	10,000	
Stanley	4"	7,500	
<b>Amplas</b>			
Nikken	P60	5,000	
	P80	5,000	

	P100	5,000	
	P120	5,000	
	P180	5,000	
	P220	5,000	
	P240	5,000	
	P360	5,000	
	P400	5,000	
	P500	5,000	
	P600	5,000	
	P800	5,000	
	P1000	5,000	
	P1200	5,000	
	P1500	5,000	
<b>Gunting Besi</b>			
Fukuda tools	18"	100,000	
	24"	110,000	
	36"	175,000	
	42"	275,000	
	48"	300,000	
<b>Kertas Lem</b>		4,500	
<b>Plastic Pagar</b>	lembar 1m	1m=30,000	
<b>Seng Talang</b>			
Angso	30cm	10,000	
	40cm	12,000	
	45cm	15,000	
	55cm	17,000	
	90cm	25,000	
<b>Mesin Sugu</b>			
Modern	M2900	310,000	
Mactec	MT191	800,000	
Fujiama	PL9900	460,000	
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
<b>Kawat Duri</b>		1 rol= 95,000	
<b>Kawat Las</b>			
ENKA		1kg=20,000	
		95,000	

RB 2.6		130,000	
RB3.2		125,000	
RD 2.0		65,000	
<b>Meteran</b>			
Honda	3m	12,500	
	5m	17,500	
Cintaku	5m	10,000	
	7,5m	17,500	
	10m	20,000	
	3m	8,000	
CINTAI	3m	8,000	
	5m	10,000	
	7.5m	17,500	
Rush-777	7.5mx25mm	17,500	
Prohex	10mx25mm	25,000	
<b>Meteran Kain</b>			
Golden Bull	30m	30,000	
	50m	50,000	
	100m	75,000	
<b>Karpet Talang</b>			
Cap singa	1 roll	275,000	
<b>Terpal</b>			
Cap Gajah	2x3m	3500/m	
	3x4	3,500	
	4x6	3,500	
	4x5	3,500	
	6x8	3,500	
	8x10	3,500	
	10x12	3,500	
<b>Tali</b>			
Putih	4mm	45000/kg	
	6mm	45,000	
	7mm	45,000	
	8mm	45,000	
Hitam	4mm	35,000	
	6mm	35,000	



	7mm	35,000	
	8mm	35,000	
<b>Mesin Air</b>			
Sumizu	Otomatis	425,000	
National Panasonic	Otomatis	465,000	
Waser	Otomatis	415,000	
Sanyo	Otomatis	440,000	
<b>Mesin Gerinda</b>			
Maktec	MT90	300,000	
Modern	2900	185,000	
Fujijama	Ag9500	350,000	
<b>Mesin Bor</b>			
Modern		200,000	
Maktec	MT880B	450,000	
<b>UMP (Besi)</b>	2"	150,000	
	2.5"	220,000	
	3"	230,000	
	4"	335,000	
	5"	775,000	
	6"	790,000	
<b>Timbangan</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Kenmaster	5kg	100,000	
Spring Platform	10kg	100,000	
	15kg	100,000	
	20kg	100,000	
Spring Platform	5kg	100,000	
	10kg	100,000	
	15kg	100,000	
	20kg	100,000	
<b>Cat Mobil</b>			
Top Color	1Liter	60,000	
Nippe	1Litter	65,000	
Nippe	1/4Litter	20,000	
<b>Cat Semprot</b>			
Pilok Basic	1klg	18,500	

<b>Exposi</b>			
Nippe 2000	1 Litter	65,000	
<b>Damar Kayu (Dempul)</b>			
Cap Kapal	1bks	10,000	
<b>Tawas</b>	1 Kg	12,500	
<b>Soda Api</b>			
Untuk WC	1 bungkus	12,500	
Untuk Mobil	1 Kg	45,000	
<b>Kawat Loket</b>			
Dayak	1/2"	90,000	
	3/4"	90,000	
	1"	90,000	
Piala	1/2"	90,000	
	3/4"	90,000	
	1"	90,000	
<b>Karbit</b>	1 Kg	17,500	
<b>Kawat Nyamuk</b>			per Meter
Alumunium yg parabola	1 roll	235,000	20,000
Baja	1roll	240,000	25,000
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
<b>Kawat Pasir</b>	1m	12,500	
<b>Kabel Listrik</b>			
Praba	1 1/2	1 roll= 200000	
	2 1/2	1 roll= 285000	
<b>Plat Lebar</b>	1.2x4x8	265,962	
	1.5x4x8	332,452.50	
	2x4x8	443,270	
	2.3x4x8	509,760.05	
	3x4x8	664,905	
	4x4x8	886,540	
	5x4x8	1,108,175	
	6x4x8	1,329,810	
	8x4x8	1,773,080	
	9x4x8	1,994,715	

	10x4x8	2,216,350	
	12x4x8	2,659,620	
	15x4x8	3,324,525	
	18x4x8	3,989,430	
	21x4x8	4,654,335	
	25x4x8	5,540,875	
<b>Amplas</b>			
Black Puma	P60	3,000	
	P80	3,000	
	P100	3,000	
<b>Amplas Meteran</b>			
Fukuda	P60	5,000/m	
	P80	5,000	
	P100	5,000	
	P120	5,000	
	P180	5,000	
	P220	5,000	
	P240	5,000	
	P360	5,000	
	P400	5,000	
	P500	5,000	
	P600	5,000	
	P800	5,000	
	P1000	5,000	
	P1200	5,000	
	P1500	5,000	
<b>Pipa Paralon</b>			
<b>Brand</b>	<b>Size</b>	<b>Price</b>	
Putih Wavin	1/2" AW	17,500	
	3/4" AW	24,000	
	1" AW	28,000	
	1 1/4" D	28,000	
	1 1/2" D	35,000	
	2" D	45,000	
	2 1/2" D	60,000	
	3" D	80,000	

	4" D	122,500	
	5" D	200,000	
	6" D	260,000	
	8" D	455,000	
	10" D	750,000	
	12" D	1,055,000	
Trilliun	1/2" AW	17,500	
Trilliun	3/4" AW	24,000	
	1" AW	33,000	
	1 1/4" D	31,000	
	1 1/2" D	35,000	
	2" D	45,000	
Trilliun	2 1/2" D	60,000	
	3" D	80,000	
	4" D	120,000	
	5" D	200,000	
	6" D	260,000	
	8" D	455,000	
	10" D	750,000	
	12" D	1,055,000	

Source: Self-Developed

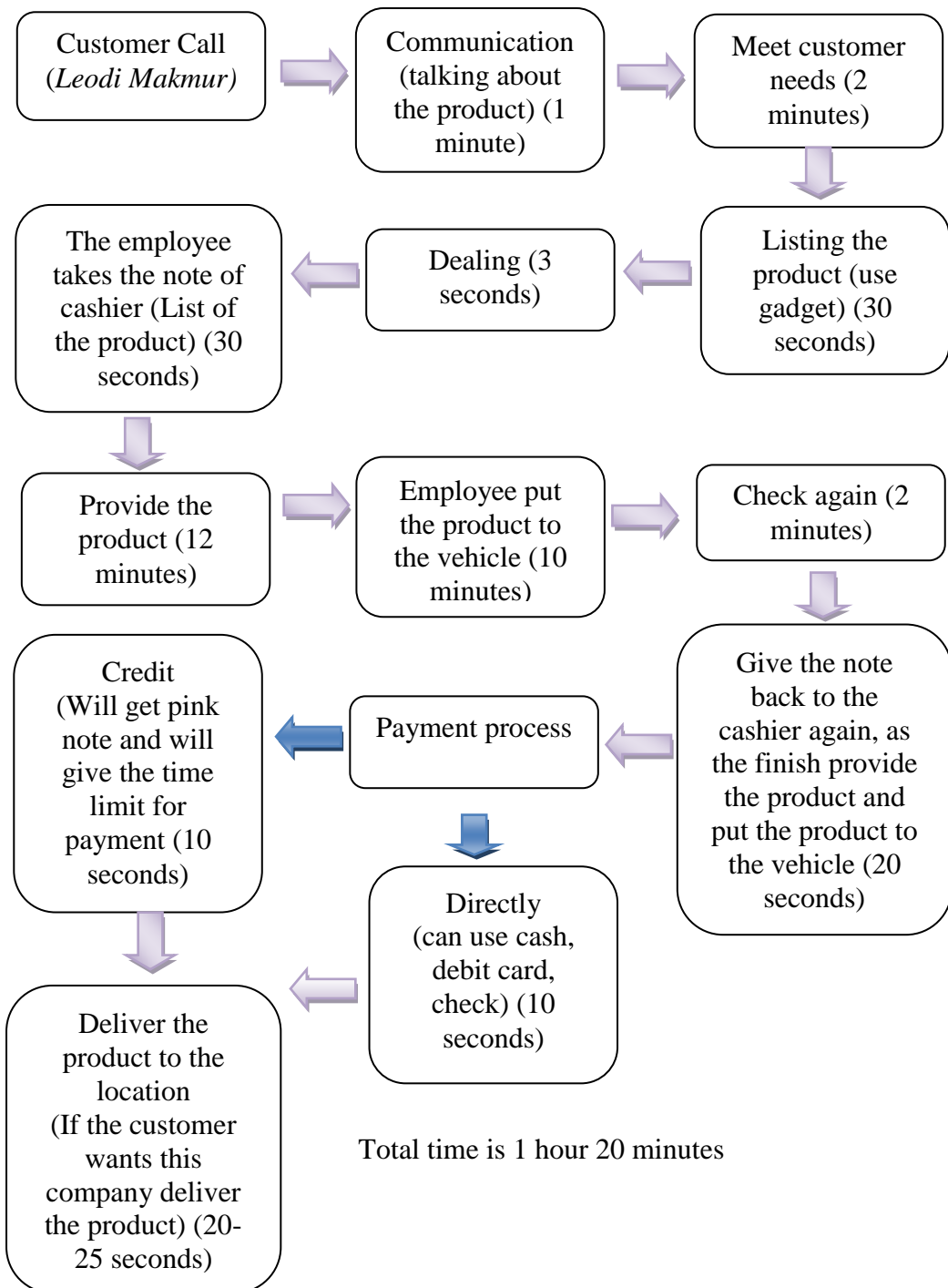
For price comparison, materials construction company in Jambi will different price with others materials construction company around Rp500 until Rp1,000. Beside of this, the customer will get discount also in certain product.

### 5.2.3 Process

Sales process is a crucial part in every business so that the company can run the promotion and strategy as planned. The sales process used as a tool for the staff so that they can serve the customer with a great hospitality and able to serve them according to the strategy from the start to the finish of the process. The sales process also used to support the consistency of the service

and staff knowledge about materials construction. The sales process can be seen in Figure 5.1

**Figure 5. 1 Sales Process**



Source: Self Developed

## **5.2.4 Promotional Activities**

### **1. Partnership with Existing Term Materials Construction Company**

The cooperating will help the company, when this company there is no stock of the product, so can take the product first from that usual company, then pay. After that, that company can help to promote *Leodi Makmur* to the others customer also.

### **2. Advertisement**

*Leodi Makmur* will advertise their materials construction company mostly in the internet such as forums and social media since it is cost saving and easy to share to the public. Then, brochures will also be spread through in the road or near usual materials construction company. This company will more focused on social media. Therefore, here will give the list of the product (catalog).

### **3. Website Marketing**

*Leodi Makmur* will create a website about the company which is simple and easy to know. The website will give much information about the company such as the history of the company, the concept of the materials construction company (*Leodi Makmur*), the location of the company, the rate, and map of location, contact number for order the materials construction product, and suggestion box also. The website will make the customer feel

easy to access the information that they needed as it is very common to search.

#### **5.2.5 Place**

*Leodi Makmur* will be located in Jambi, precisely in Jalan Lingkar Barat, di samping Terminal Tanggo Rajo No. 2-5, Rt. 01, Simpang Rimbo, Jambi, Indonesia. This location is ideal for the *Leodi Makmur* because it have profitable market area, easy access, out of city and near regency, growing area, good visibility and parking, and strategic position. The place of *Leodi Makmur* can be further seen in chapter 7.2 about business location.

#### **5.2.6 People (Employee)**

Employees are a very important element in every service businesses. The employees of the company need to have the ability and skills (to understand and explain what the function of the product to the customer) to create competitive advantage for the company. That is why it is very important for *Leodi Makmur* have good employee, such as the employee must have friendly characteristic, honestly in explain about the materials construction, and the important things is have the materials construction knowledge. The team and company structure can be further seen in chapter 6 about management team and company structure.

#### **5.2.7 Physical Environment**

To keep the customer satisfied, the physical environment provide the comfortable shop, not too dust or dirty in this place, and organized. When, the customer entering to

*Leodi Makmur*, the customer will see and feeling comfortable shop. After that, the customer will see the product of materials construction look like very organized. In here, also provide the toilet for the customers, who need to go to toilet, and this toilet needs to be clean, so, the customer feeling comfortable also.

### 5.3 Annual Marketing Budget

Most of *Leodi Makmur* expenses on marketing will be focused on web developer. Hereby, this company will marketing in the website also. From here, who the customer want to delivery order can us this website. In this website will provide the list of materials construction product. So, the customer will easier to order or easier for choosing the product, when the customers do not understand about the product, the customer can call the company to asking also. Not only provide the list of the materials construction product in the website, this company also will provide the list of the materials construction product in the company for contractor (medium project), household, or for the customer who want to renovation of building. The detail can be seen on Table 5.2 below.

**Table 5. 2 Annual Marketing Budget**

<b>Method</b>	<b>Budget</b>
Website	Rp350,000
Advertisement: -3000 brochures x 600 = 1,800,000 -Bill Board = 4,200,000	Rp6,000,000
Merchandising Supplier	Rp8,500,000
<b>Total</b>	<b>Rp14,850,000</b>

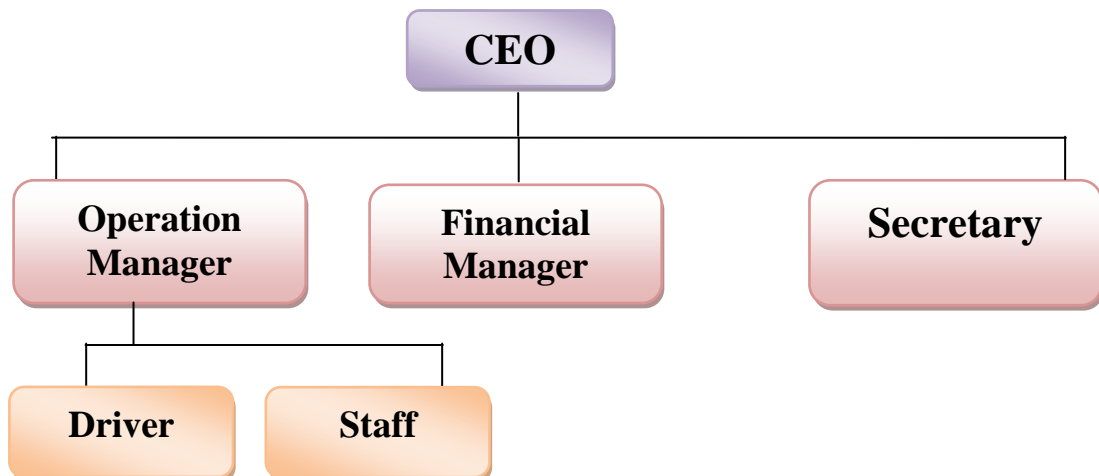


# CHAPTER VI

## MANAGEMENT TEAM AND COMPANY STRUCTURE

### 6.1 Company Structure and Job Description

Figure 6. 1 *Leodi Makmur`s* Organizational Chart



Source: Self-Developed

Good quality of teamwork can be achieved when able to be responsible to their tasks. To get good quality and professionalism needs company structure because company structure is an important part of a company so that each team member knows their task and their responsibility. Besides that, from the company structure also need focus to make customer feel this company have good service, comfortable shop and believe to the company.

## **1. CEO**

- a. Responsible for the success or failure of the company.
- b. Setting vision, mission, and strategy.
- c. Create and build corporate culture.
- d. Build a strong team for the company.
- e. Sets the budget.
- f. Compliance with safety regulation.
- g. Oversee the whole company performance and operation.
- h. Aware of the internal and external opportunities and weaknesses.
- i. Motivate the team in the company.
- j. Communication skill

## **2. Operation Manager**

- a. Responsible directly to the CEO.
- b. Coordinate, supervise, and assess the operational activity in the company.
- c. Decision maker and determine the next action after a problem shows up.
- d. Responsible of the revenue and material construction expense budget.
- e. Effective leader, able to motivate the team member.
- f. Great networking and communication skill.
- g. Professional and dependable.
- h. Broad knowledge in materials construction.
- i. Setting marketing operation and procedure.
- j. Monitoring and analyzing the current system of production.
- k. Managing day-to-day activities.
- l. Liaising with other team members.
- m. Planning and controlling change.
- n. Researching new technologies and alternative methods of efficiency.

- o. Setting and reviewing budgets and managing cost.
- p. Overseeing inventory, facility layout.
- q. Managing product to deliver.
- r. Responsibility to general manager to report the stock of product.

#### **4. Secretary**

- a. Listing the customer needs.
- b. Making a note.
- c. Making the report that pay with next week or next month (credit).
- d. Responsible to general manager.

#### **5. Financial Manager**

- a. Providing financial information.
- b. Formulating strategic and long-term business plan.
- c. Developing financial management mechanisms that minimize financial risk.
- d. Managing a company`s financial accounting, monitoring, and reporting system.
- e. Producing accurate financial reports.
- f. Managing budgets.
- g. Cashier.
- h. Share financial information to general manager.
- i. Give salary.
- j. Provide a bill.

#### **6. Driver**

- a. Help employee to provide the customers orders.
- b. Deliver the customer orders.
- c. Understanding the location.

## **7. Staff**

- a. Manage the product.
- b. Explain the products the customer.
- c. Communication to the customer.
- d. Service the customer.
- e. Meet customer needs.
- f. Listing the products.
- g. Dealing.
- h. Provide the product.
- i. Cleaning.
- j. Open and close the company door.

## **6.2 Salary and Compensations System**

The employees in *Leodi Makmur* are paid based on their position. The company will pay the employee with fixed amount of salary above the basic wages of Jambi (UMK) which is Rp1,500,000. The company has to give *Tunjangan Hari Raya (THR)* based on the rules from Ministry of Labor of Indonesia each year, with the amount of the fixed salary. The list of salary can be viewed in Table 6.1.

Then, the company will give vegetable oil, soap, noodle, tea, and coffee. After that employee who help the other labor to pick up cement from big truck to small car. That will be getting Rp400/cement.

**Table 6. 1 Employee Salary**

<b>Position</b>	<b>No. of Employee</b>	<b>Fix Salary (Monthly)</b>
Owner/CEO	1	Rp15,000,000
Secretary	1	Rp1,750,000
Operation Manager	1	Rp5,000,000
Financial Manager	1	Rp5,000,000
Employee	4	Rp1,500,000 x 4 = 6,000,000
Driver	2	Rp1,500,000 x 2 = 3,000,000
<b>Total</b>		<b>Rp35,750,000</b>

Source: Self-Developed

### **6.3 Code of Conduct (Rules and Regulations)**

To create a great service, *Leodi Makmur* must establish the rule and regulations to ensure the standard for the team member. The employee in *Leodi Makmur* is required to obey and respect the code of conduct made by the company for the best service to be worked in place. This code of conduct applied to all employee of *Leodi Makmur*:

1. Employee is responsible to the performance of work. If the employee has medications under the orders of a doctor, the employee need to give information with call by phone to general manager or owner when the employee is not come.
2. Any act of crime or activity that is against the law of the country is prohibited.
3. Employee shall not give the secret of company, duplicate the key, and bring the materials construction to home and selling it to the others people without approval from the owner.

4. When the holiday the employee is free until a given time. Then, if the employee is cannot enter with the deadline already given, the employee have to give information to general manager, or secretary.
5. The employee needs more learn about the material the construction. If the employee do not understand can ask to manager operation and general manager anytime.
6. The employee has to discipline, honest, polite, have good attitude, when service the customers.
7. The employee feeling not good or sick when working, the employee can take permission to secretary, general manager, or manager operation.
8. The employee cannot travel to some place when the working time. If the employee doing that, the company will give sanctions.
9. Employee should be professional, do not bring any personal problem to the worksites and employee are required to maintain good working environment.
10. Any violator of work rules and regulations shall be reported to the CEO or owner.
11. The employee cannot use drugs (Narkoba) or selling it.
12. The employee cannot drinking alcohol when the working time.
13. Do not take something of customer or other employees, and have to report to manager operation when the customers forget his/her things in shop.

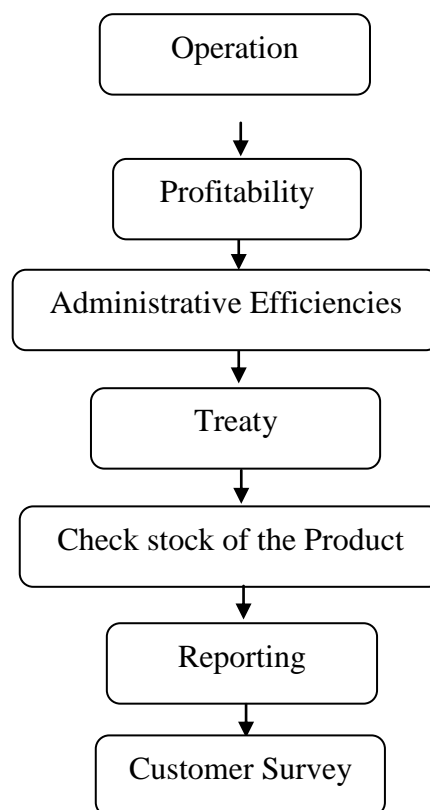
# CHAPTER VII

## OPERATIONS PLAN

### 7.1 Operation Model and Procedures

To ensure the good proceeding and quality of *Leodi Makmur*, the operation plan has to be created and followed in order. To improve *Leodi Makmur*'s profitability, there are a few ways of maximizing profitability that will be explained in this Section.

**Figure 7. 1 The Flow Chart of *Leodi Makmur*'s Operation**



Source: Self-Developed

## 1. Operations

There are several operations that need to be done in operating the materials construction business:

- a. Guidance by the General Manager.
- b. Regular inspection of the General Manager.
- c. Continuous evaluation of performance of the team members.
- d. Utilizing all areas to ensure maximum profitability.
- e. Routine meeting (non formal) to ensure direction and solving problems.
- f. Communication with the owner and all the team members.
- g. Monthly detailed operating programs.

## 2. Profitability

Profitability is the aim of every business owner, so achieving higher revenue and lowering the cost can be achieved to gain profitability. With the right management, has comfortable shop, and give good service, it can make a business successful. There are two ways for *Leodi Makmur* to achieve it maximum profitability:

### a. *Administrative Efficiencies*

By having an efficient administration, the company can lower the cost needed.

### b. *Treaty*

When order the product, then that product is not sold out, we can give back that product to the supplier.



### **3. Check Stock of the Product**

Employee will check the products, and then will give the list of the product to the operation manager, which products have to order to supplier again.

### **4. Reporting**

The employees of *Leodi Makmur* are required to do reporting to the owner. The report includes accounting reports (budgets, profit and loss, and balance sheet), sales and marketing reports, report of operation manager, as well as report of the service and product.

### **5. Customer Survey**

*Leodi Makmur* will keep on improving, that is why it is important to take survey and suggestion from our customers. Customers will be given a questionnaire according to the quality product, service, comfortable shop, and feedback will be given to the manager for quick evaluate any problems. Then the manager can report to the owner for further evaluation. This survey will do every 1 time in 3 months.

## 7.2 Business Location

According to Heizer (2011), the objective of location strategy is to maximize the benefit of location to the firm. *Leodi Makmur* will open at Jalan Lingkar Barat, beside Terminal Tango Rajo No. 2-5 RT.01 RW. 02 Simpang Rimbo, Jambi, Indonesia, as shown in Figure 7.2 and Figure 7.3

**Figure 7. 2 Location of Business (Zoom Out)**



Source: Google Maps

**Figure 7. 3 Location of Business (Zoom In)**



Source: Google Maps

This location is considered to be ideal for *Leodi Makmur* for the following reason:

#### **1. Profitable Market Area**

Most of the regency people must going to city to get materials construction and out of city also need materials construction. To make easier in buying materials construction, I will open in this area, because open a business between out of city and regency is very good opportunity. In this area is building area.

**2. Easy Access**

The location of the *Leodi Makmur* is easy to be reach as it is located on the out of city and near regency also.

**3. Visibility and Parking**

*Leodi Makmur* will be located on the side road of Simpang Rimbo which will be visible to the customer. Parking will be provided for customer of *Leodi Makmur*.

**4. Strategic Store Position**

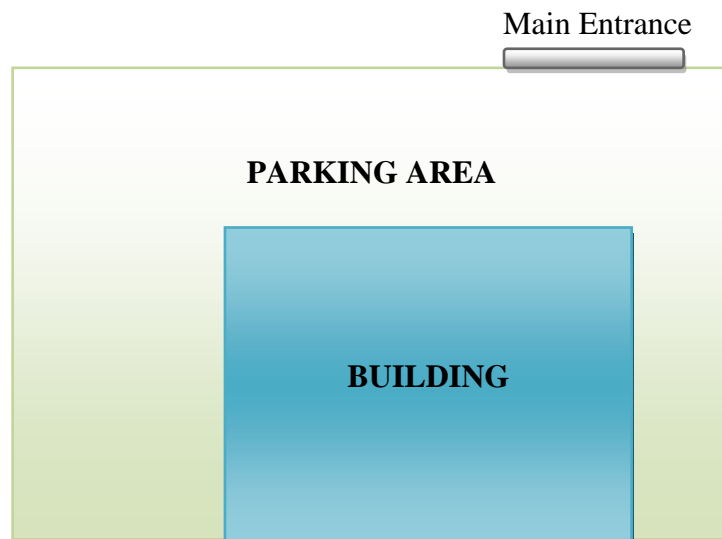
*Leodi Makmur* will be located on the side on the road so it is visible to the customer. Moreover, the *Leodi Makmur* company is located near to a fuel station also. The container car, truck, cold disel can easier when want fill the fuel because this car from out city.

## 7.3 Facilities and Equipment

### 7.3.1 Building

*Leodi Makmur* will build a two storey building for the warehouse of the materials construction, cashier desk, manager operation desk, toilet, and shelf of iron for put the products. The design plan can be seen below.

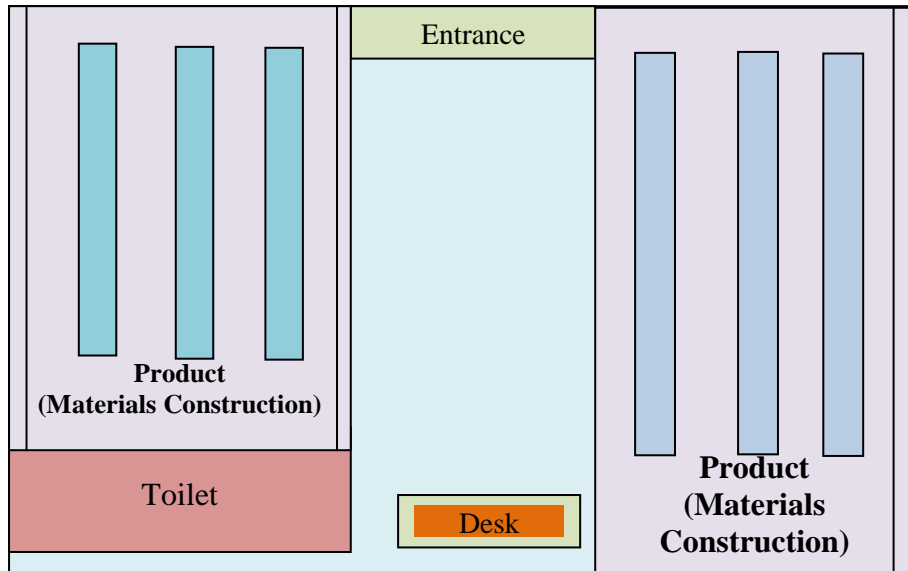
**Figure 7. 4 *Leodi Makmur* Design Plan**



Source: Self-Developed

The building will be 12 x 14 square meters and the whole area is 16 x 24 square meters. The parking area can fit many cars and many motorcycles, but that's all depending on which vehicle will parking.

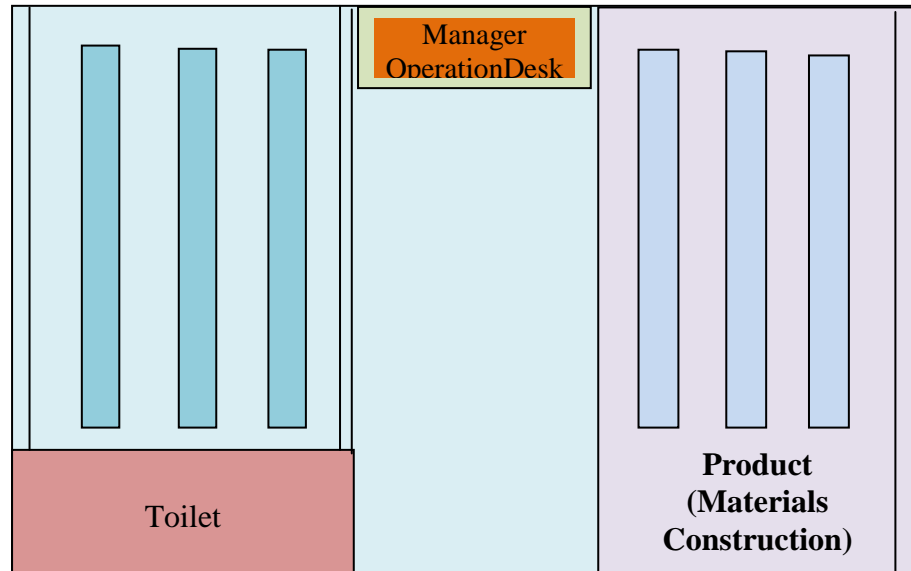
**Figure 7. 5 Materials Construction Building Design Plan (First Floor)**



Source: Self-Developed

The first floor will provide the shelf of the iron for materials construction (products). The shop size is 12 x 14 square meters. The toilet in the first floor will put in the corner, which near the desk. The materials construction (products) will put almost in all places with organized. The desk is located in the same direction in front of the entrance and near the toilet. Here, will have 3 fans.

**Figure 7. 6 Building Design Plan (Second Floor)**



Source: Self-Developed

The second floor almost same with the first floor, but the different of this is put the desk, and this is especially for stock of the product. In here will have 1 fan.

### **7.3.2 Government Codes and Regulations**

In building a materials construction business, there are several regulations that required to be fulfilled by the company:

1. Permit letter of location from the head of province (SITU).
2. Register to ministry of commerce (SIUP).
3. Permit letter to build a building (IMB) and permit to use the building.
4. Register the tax number (NPWP) to the local tax center.
5. Permit letter the mark list of company (TDP).
6. Permit letter the law for disturbance (HO).

## 7.4 Operations Strategy and Plan

*Leodi Makmur* business strategy and competitive advantage lead on two main points:

1. To meet the needs of the customers in materials construction, which is will make the customers back to buy the materials construction in *Leodi Makmur* for the future.
2. Reaching the annual sales goal and expanding the business.
3. To get the loyalty of the customers and to get trust of the customers.

The strategy as described in the previous part is implemented to understand about materials construction (materials knowledge) and meet the needs of the customers in materials construction. To serve the customer with fast respond and fast transaction, provide the comfortable shop.



## **CHAPTER VIII**

### **SERVICE DESIGN AND DEVELOPMENT PLAN**

#### **8.1 Development Status and Tasks**

If the funding is obtained, *Leodi Makmur* will open at Jalan Lingkar Barat, samping terminal tango rajo No. 2-5 Rt.01 Simpang Rimbo, Jambi. The milestones are needed to be completed and ready before the start of the service.

1. *Get enough money for the initial capital*

To be able to execute the business plan, first the company needs to get enough money for the capital. With the capital, the company can do the next milestone.

2. *Get the permit letter from the government*

After having enough capital, the company need to fulfill the entire required permit letter to be able to run the hotel as explained in section 7.3.2 about government codes and regulations.

3. *Run the project*

With the cash and the entire permit letter in hand, it is time to rent the building. The project needs to be supervised strictly to be able to finish on time.

4. *Employee recruitment*

While the project is running, the company needs to employee to start the business, then the employee need to

be trained for knowledge about materials construction and if the employee still do not understand about the knowledge of materials construction, the manager operation will teach step by step. The important of employee must have good attitude.

5. *Search for supplier*

The company needs to find a suitable supplier, in terms of quality that suit the company needs. After the building is ready, the goods need to be delivered to be ready for the opening.

6. *Make the marketing move*

The company has to start to promote the business intensely for the opening of the materials construction company. The promotion activity can be seen in the section 5.2.4 about promotional activity that will be done every one time in 4 months.

7. *Opening*

The materials construction company starts its operation. The employees need to be able to give good service to the customers and make the customer feeling comfortable in shop when the customer buying materials construction in *Leodi Makmur*.

## 8.2 Challenges and Risks

There are several challenges and risk need to be learned and considered in opening materials construction business.

### 1. Huge start-up

The capital needed for this materials construction business is no cheap amount. The company required to fund enough cash for rent the building itself. The break-even point will be achieved not too longer than other business, but when the break-even point reaches, it will be a high profit business.

### 2. Complicated authorization

In Indonesia it is difficult to get the permit letter to open up the business and building, it takes a long time and sometimes requires more money to be done. Moreover, there is a lot of permit to be fulfilled as explained in Section 7.3.2.

### 3. New concept material construction business

*Leodi Makmur* has modern concept, which is this company will use technology modern, provide the comfortable shop, fast transaction and fast respond. This business almost same like mini market but who make the different with mini market is the process.

### 4. Risk of natural disaster

The risk of natural disaster cannot be taken easy. When natural disaster strikes, it may damage the product of materials construction and equipment will make huge loss

to the company. To minimize the risk, the company will register insurance and will make the treaty with supplier.

### 8.3 Costs

#### Design and Development Budget

The budget associated with the building and facilities, to bring *Leodi Makmur* to its opening date, is as follows:

**Table 8. 1 General Costs**

<b>Items</b>	<b>Costs</b>
Rent Building for 1 year	Rp60,000,000
Marketing	Rp14,850,000
Building equipment	Rp59,850,000
<b>Total</b>	<b>Rp134,700,000</b>

Source: Self-Developed

**Table 8. 2 Building Equipment Costs**

<b>Building equipment</b>	<b>Cost</b>
GMC BM-503 Ceiling Fan (4 Unit)	Rp250,000 x 4 = Rp1,000,000
Lamp (Philips Essential) ( 14 Unit)	Rp30,000 x 15 = Rp450,000
Manager Operation Desk (1 Unit)	Rp750,000
Desk (1 Unit)	Rp750,000
Computer set (1 Unit)	Rp3,000,000
Telephone (Panasonic-White) (1 Unit)	Rp100,000
Fax Machine (Panasonic KX-FT903CX) (1 Unit)	Rp700,000
Chair (Napolly BP 552) (3 Unit)	Rp100,000 x 3 = Rp300,000
Plastic Chair (SHINPO Baso 196) (4 Unit)	Rp75,000 x 4 = Rp300,000
Shelf of Iron for product	Rp35,000,000
Wi-Fi and Modem (1 Unit)	Rp1,500,000
Fence	Rp6,000,000
Gadget (Samsung Galaxy Tab 4) (2 Unit)	Rp5,000,000 x 2 = Rp10,000,000
<b>Total</b>	<b>Rp59,850,000</b>

Source: Self-Developed

## **8.4 Intellectual Property**

1. *Patents*, Due to the nature of the company, *Leodi Makmur* will not make any patent.
2. *Trademarks*, All of *Leodi Makmur's* distinctive marks, including its name, logo, and its tagline will be trademarked after the company established.
3. *Trade Secrets*. Operating manuals, customer data, sales data, prospects list, financial records, and business plan is considered as *Leodi Makmur's* trade secret and may not be disclosed to any third party or used for any other purpose without the express written permission of the principal of the firm.

## CHAPTER IX FINANCIAL PROJECTION

### 9.1 Sources and Uses of Fund Statement

#### 9.1.1 Sources

**Table 9. 1 Sources**

Sources	Amount
Owner Cash Investment	Rp500,000,000
Loan	Rp3,129,700,000
- Sinar Jambi	
- Sinar Mentari	
- Panca Bangunan	
<b>Total</b>	<b>Rp3,629,700,000</b>

Source: Self-Developed

#### 9.1.2 Uses of Fund

**Table 9. 2 Uses of Fund**

Cost	Amount
Rent Building	Rp60,000,000
Marketing	Rp14,850,000
Building equipment	Rp59,850,000
Inventory	Rp3,000,000,000
Cash (Working Capital) / 6 Months	Rp295,000,000
2 Cars (Carry Pick Up Daihatsu)	Rp200,000,000
<b>Total</b>	<b>Rp3,629,700,000</b>

Source: Self-Developed

## 9.2 Assumptions Sheet

The financial statements depend on important assumption. The key assumptions are as follows:

### 1. General (Assumptions)

- a) People need materials construction for various purposes.
- b) Demand for materials construction increases every year.

### 2. Financial Statements (Assumption)

- a) Sales forecast are based on the analysis presented in market analysis section in the business plan. Sales are projected to increase 18% every year.
- b) Marketing expense based on Table 5.2 in marketing plan section in the business plan.
- c) Cost of Goods Sold (COGS) is 70% from the gross sales of the product.
- d) According to *UU No. 42 Tahun 2009 Pasal 7*, tax for inventory will take 10%.
- e) Depreciation rate 10% a year for the assets.
- f) Loan will give back 90 million every year, start on second years.
- g) Regardless the inflation rate.
- h) Dividend 60%.
- i) 40% of net income for re-stocks.

## 9.3 Income Statement

### 9.3.1 Income Statement of the First Year

**Table 9. 3 First Year Income Statement**

	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>Gross Sales (Product)</b>	380,000,000.00	330,000,000.00	300,000,000.00	350,000,000.00	420,000,000.00	550,000,000.00
(COGS)	266,000,000.00	231,000,000.00	210,000,000.00	245,000,000.00	294,000,000.00	385,000,000.00
Gross Profit	114,000,000.00	99,000,000.00	90,000,000.00	105,000,000.00	126,000,000.00	165,000,000.00
<b>Expense</b>						
Salary	35,750,000.00	35,750,000.00	35,750,000.00	35,750,000.00	35,750,000.00	35,750,000.00
Fuel	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00
Car Service	400,000.00				400,000.00	
Electricity	450,000.00	450,000.00	450,000.00	450,000.00	450,000.00	450,000.00
Telephone	650,000.00	650,000.00	650,000.00	650,000.00	650,000.00	650,000.00
Water	75,000.00	75,000.00	75,000.00	75,000.00	75,000.00	75,000.00
Internet	300,000.00	300,000.00	300,000.00	300,000.00	300,000.00	300,000.00
Depreciation	2,165,416.67	2,165,416.67	2,165,416.67	2,165,416.67	2,165,416.67	2,165,416.67
Marketing				4,950,000.00		
Rent	5,000,000.00	5,000,000.00	5,000,000.00	5,000,000.00	5,000,000.00	5,000,000.00
<b>Total Expense</b>	47,790,416.67	47,390,416.67	47,390,416.67	52,340,416.67	47,790,416.67	47,390,416.67
<b>Income Tax Expense</b>	26,600,000.00	23,100,000.00	21,000,000.00	24,500,000.00	29,400,000.00	38,500,000.00
<b>Net Profit</b>	39,609,583.33	28,509,583.33	21,609,583.33	28,159,583.33	48,809,583.33	79,109,583.33

Source: Self-Developed



**Table 9. 4 First Year Income Statement Cont`d**

	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
<b>Gross Sales (Product)</b>	650,000,000.00	480,000,000.00	600,000,000.00	400,000,000.00	550,000,000.00	850,000,000.00
(COGS)	455,000,000.00	336,000,000.00	420,000,000.00	280,000,000.00	385,000,000.00	595,000,000.00
Gross Profit	195,000,000.00	144,000,000.00	180,000,000.00	120,000,000.00	165,000,000.00	255,000,000.00
<b>Expense</b>						
Salary	71,500,000.00	35,750,000.00	35,750,000.00	35,750,000.00	35,750,000.00	35,750,000.00
Fuel	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00
Car Service			400,000.00			
Electricity	450,000.00	450,000.00	450,000.00	450,000.00	450,000.00	450,000.00
Telephone	650,000.00	650,000.00	650,000.00	650,000.00	650,000.00	650,000.00
Water	75,000.00	75,000.00	75,000.00	75,000.00	75,000.00	75,000.00
Internet	300,000.00	300,000.00	300,000.00	300,000.00	300,000.00	300,000.00
Depreciation	2,165,416.67	2,165,416.67	2,165,416.67	2,165,416.67	2,165,416.67	2,165,416.67
Marketing		4,950,000.00				4,950,000.00
Rent	5,000,000.00	5,000,000.00	5,000,000.00	5,000,000.00	5,000,000.00	5,000,000.00
<b>Total Expense</b>	83,140,416.67	52,340,416.67	47,790,416.67	47,390,416.67	47,390,416.67	52,340,416.67
<b>Income Tax Expense</b>	45,500,000.00	33,600,000.00	42,000,000.00	28,000,000.00	38,500,000.00	59,500,000.00
<b>Net Profit</b>	66,359,583.33	58,059,583.33	90,209,583.33	44,609,583.33	79,109,583.33	143,159,583.33

Source: Self-Developed

For the working capital will be use per 6 months

### 9.3.2 Income Statement

**Table 9. 5 Second Year until Fourth Year Income Statement**

	2nd	3rd	4th
<b>Gross Sales (Product)</b>	6,914,800,000.00	8,159,464,000.00	9,628,167,520.00
(COGS)	4,840,360,000.00	5,711,624,800.00	6,739,717,264.00
Gross Profit	2,074,440,000.00	2,447,839,200.00	2,888,450,256.00
<b>Expense</b>	-	-	-
Salary	429,000,000.00	464,750,000.00	464,750,000.00
Fuel	36,000,000.00	36,000,000.00	36,000,000.00
Car Service	1,200,000.00	1,200,000.00	1,200,000.00
Electricity	5,400,000.00	5,400,000.00	5,400,000.00
Telephone	7,800,000.00	7,800,000.00	7,800,000.00
Water	900,000.00	900,000.00	900,000.00
Internet	3,600,000.00	3,600,000.00	3,600,000.00
Depreciation	25,985,000.00	25,985,000.00	25,985,000.00
Marketing	14,850,000.00	14,850,000.00	14,850,000.00
Rent	60,000,000.00	60,000,000.00	60,000,000.00
<b>Total Expense</b>	584,735,000.00	620,485,000.00	620,485,000.00
<b>Income Tax Expense</b>	484,036,000.00	571,162,480.00	673,971,726.40
<b>Net Profit</b>	1,005,669,000.00	1,256,191,720.00	1,593,993,529.60

Source: Self-Developed

*Leodi Makmur* already achieves the profit in the first year of operation. But, not Break Even Point yet. After that, the sales increases every year 18% (Portal Lengkap Dunia Marketing, 2011). Year by year *Leodi Makmur* can reach the Break Even Point. In the fifth years, *Leodi Makmur* can get the profit. In July the company has to give THR to the employee the expense is almost double compared to the other months.

### 9.3.4 Total Net Profit

**Table 9. 6 Total Net Profit**

	First Year	Second Year	Third Year	Fourth Year
Amount	737,315,000.00	1,015,669,000.00	1,266,191,720.00	1,603,993,529.60
Average Monthly Net Income	61,442,916.67	84,639,083.33	105,515,976.67	133,666,127.47

Source: Self-Developed

### 9.4 Break Even Analysis

The process of finding the break-even point is called break-even analysis. According to Weygandt (2012), the break-even point is useful to management when it decides whether to introduce product line, change sales prices on established products, or enter new market areas.

**Table 9. 7 BEP Analysis**

BEP analysis				
	Cement	Iron for Construction	GRC	Plywood
Price	65,000	102,000	63,000	100,000
Variable cost	63,000	98,000	61,000	97,500
Estimates sales ratio	30%	24%	30%	26%
Fixed Cost	46,957,083.33	46,957,083.33	46,957,083.33	46,957,083.33

	Cement	Iron for Construction	GRC	Triplek
Weighted Price-Weighted VC	600	960	600	650
Total	2810			

Source: Self-Developed

$$\begin{aligned} \text{BEP} &= \text{Fixed Cost/Total} \\ &= 46,957,083.33/2810 \\ &= 16,710.71 = 16,711 \end{aligned}$$

**Table 9. 8 Quantity of Each Product to be Sold**

Quantity of each product to be sold			
Cement	(30%*16,711)	5013.3	5013
Besi	(24%*16,711)	4010.64	4011
GRC	(30%*16,711)	5013.3	5013
Triplek	(26%*16,711)	4344.86	4345

Source: Self-Developed

**Table 9. 9 Currency of Each Product to be Sold**

Currency of each product to be sold			
Cement	5013	65,000	325,845,000.00
Besi	4011	102,000	409,122,000.00
GRC	5013	63,000	315,819,000.00
Triplek	4345	100,000	434,500,000.00

Source: Self-Developed

In order to reach the monthly break-even point, the minimum of 16,711 items have to sell. The most popular of materials construction always sellings are cement, iron, triplek, and GRC. And the percentage of cement is 30%, iron is 24%, GRC is 30%, and triplek is 26%.

## 9.5 Cash Flow

**Table 9. 10 Cash Flow**

	<b>First Year</b>	<b>Second Year</b>	<b>Third Year</b>	<b>Fourth Year</b>
<b>Operating Activities:</b>				
Gross Sales (Product)	5,860,000,000.00	6,914,800,000.00	8,159,464,000.00	9,628,167,520.00
COGS	4,102,000,000.00	4,840,360,000.00	5,711,624,800.00	6,739,717,264.00
Salary	464,750,000.00	464,750,000.00	464,750,000.00	464,750,000.00
Fuel	36,000,000.00	36,000,000.00	36,000,000.00	36,000,000.00
Car Service	1,200,000.00	1,200,000.00	1,200,000.00	1,200,000.00
Electricity	5,400,000.00	5,400,000.00	5,400,000.00	5,400,000.00
Telephone	7,800,000.00	7,800,000.00	7,800,000.00	7,800,000.00
Water	900,000.00	900,000.00	900,000.00	900,000.00
Internet	3,600,000.00	3,600,000.00	3,600,000.00	3,600,000.00
Depreciation	25,985,000.00	25,985,000.00	25,985,000.00	25,985,000.00
Marketing	14,850,000.00	14,850,000.00	14,850,000.00	14,850,000.00

Rent	60,000,000.00	60,000,000.00	60,000,000.00	60,000,000.00
Net Cash from Operating Activities	1,147,515,000.00	1,463,955,000.00	1,837,354,200.00	2,277,965,256.00
<b>Investing Activities</b>	-	-	-	-
Purchase of assets	-	-	-	-
Net cash from investing activities	-	-	-	-
<b>Financing Activities</b>	-	-	-	-
Additional investment	-	-	-	-
Loan Paid	-	1,080,000,000.00	1,080,000,000.00	970,000,000.00
Net cash from financing activities	-	1,080,000,000.00	1,080,000,000.00	970,000,000.00
<b>Net Cash Flow</b>	<b>1,147,515,000.00</b>	<b>2,543,955,000.00</b>	<b>2,917,354,200.00</b>	<b>3,247,965,256.00</b>
Cash (beginning)	295,000,000	1,442,515,000	3,986,470,000	6,903,824,200
Cash (end)	1,442,515,000	3,986,470,000	6,903,824,200	10,151,789,456

Source: Self-Developed

*Leodi Makmur* will give back the loan 90,000,000 in every month when second year until finish the loan.

## 9.6 Balance Sheet

**Table 9. 11 Balance Sheet**

	<b>Start of Business</b>	<b>End of 1st Year</b>	<b>End of 2nd Year</b>	<b>End of 3rd Year</b>	<b>End of 4rd Year</b>
<b>Assets</b>					
Cash	295,000,000	872,006,000	1,594,588,000	2,761,529,680	3,795,912,073
Account Receivable	0	865,509,000	2,391,882,000	4,142,294,520	5,693,868,110
Merchandise Inventory	3,000,000,000	1,589,097,167	4,851,704,250	4,945,585,050	4,668,924,906
<b>Total Current Asset</b>	<b>3,295,000,000</b>	<b>3,326,612,167</b>	<b>8,838,174,250</b>	<b>11,849,409,250</b>	<b>14,158,705,089</b>
<b>Non-current Asset</b>					
Rent Building	60,000,000	60,000,000	60,000,000	60,000,000	60,000,000
Building Equipment	59,850,000	59,850,000	59,850,000	59,850,000	59,850,000
Vehicles	200,000,000	200,000,000	200,000,000	200,000,000	200,000,000
Depreciation	-	25,985,000	25,985,000	25,985,000	25,985,000
Marketing	14,850,000.00	14,850,000.00	14,850,000.00	14,850,000	14,850,000.00
<b>Total non-current asset</b>	<b>334,700,000</b>	<b>360,685,000</b>	<b>360,685,000</b>	<b>360,685,000</b>	<b>360,685,000</b>
<b>Total Asset</b>	<b>3,629,700,000</b>	<b>3,687,297,167</b>	<b>9,198,859,250</b>	<b>12,210,094,250</b>	<b>14,519,390,089</b>
<b>Liabilities &amp; Equity</b>					
Current liabilities	-	0	742,325,000	868,703,000	500,273,960
Loan Paid	-	0	1,080,000,000	1,080,000,000	1,080,000,000
<b>Total liabilities</b>	<b>0.00</b>	<b>-</b>	<b>1,822,325,000</b>	<b>1,948,703,000</b>	<b>1,580,273,960.00</b>



Share capital	3,629,700,000	3,629,700,000	3,629,700,000	3,629,700,000	3,629,700,000
Retained Earnings	-	57,597,166.66	3,746,834,250	6,631,691,250.12	9,309,416,128.82
<b>Total Equity</b>	3,629,700,000	3,687,297,167	7,376,534,250	10,261,391,250	12,939,116,129
<b>Total Liabilities &amp; Equity</b>	<b>3,629,700,000.00</b>	<b>3,687,297,167</b>	<b>9,198,859,250</b>	<b>12,210,094,250</b>	<b>14,519,390,089</b>

Source: Self-Developed

Every year in total assets is always increasing. In loan, we will paid every month with Rp90,000,000 and will paid start on second year.

## 9.7 Ratio Analysis

**Table 9. 12 Ratio Analysis**

<b>Liquidity Ratio</b>				
	Year 1	Year 2	Year 3	Year 4
Current Asset	3,326,612,167	8,838,174,250	11,849,409,250	14,158,705,089
Current Liabilities	0	742,325,000	868,703,000	500,273,960
Liquidity Ratio	#DIV/0!	11.9	13.6	28.3

Source: Self-Developed

<b>Operating Efficiency Ratios (Total Asset Turnover)</b>				
	Year 1	Year 2	Year 3	Year 4
Sales	5,860,000,000	6,914,800,000	8,159,464,000	9,628,167,520
Total Asset	3,687,297,167	9,198,859,250	12,210,094,250	14,519,390,089
Total Asset Turnover (times)	2	1	1	1

Source: Self-Developed

<b>Leverage Ratio (Financing Decision)</b>				
	Year 1	Year 2	Year 3	Year 4
Total Debt	-	1,822,325,000	1,948,703,000	1,580,273,960
Total Asset	3,687,297,167	9,198,859,250	12,210,094,250	14,519,390,089
Financing Decision (%)	0	20	16	11

Source: Self-Developed

<b>Return on Equity (ROE)</b>				
	Year 1	Year 2	Year 3	Year 4
Net Income	1,147,515,000	1,463,955,000	1,837,354,200	2277965256
Equity	3,687,297,167	7,376,534,250	10,261,391,250	12,939,116,129
ROE(%)	31	20	18	18

Source:Self-Developed

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## **APPENDICES**

# Appendix 1

## Questionnaire

Dengan hormat,

Sehubungan dengan penyelesaian perencanaan bisnis pembukaan toko bahan bangunan dengan konsep modern yang berskala menengah, saya mahasiswa dari Universitas President, Program Studi Administrasi Bisnis, sedang melakukan penelitian pasar. Saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuisioner ini. Saya mengucapkan terima kasih atas kesediaan Bapak/Ibu/Sdr.

Hormat Saya,

Mentari Rahdini

Cara Pengisian:

1. Kuisioner ini hanya semata-mata untuk keperluan akademis, mohon dijawab dengan baik dan sejujur-jujurnya.
2. Baca dan jawablah semua pertanyaan dengan teliti tanpa ada yang terlewatkan.
3. Berilah tanda cek ( $\surd$ ) pada kolom yang tersedia

Identitas Pengisi:

1. Jenis kelamin : a.  Laki – Laki b.  Perempuan
2. Umur : a.   $\leq 18$  b.  19 – 25 c.  26 – 32  
d.  33-39 e.   $\geq 40$
3. Status Pernikahan : a.  Menikah b.  Belum Menikah
4. Pendapatan per Bulan : a.   $\leq$  Rp 1,500,000  
b.  Rp 1,500,001 – Rp 6,500,000  
c.  Rp 6,500,001 – Rp 11,500,000  
d.  Rp 11,500,001 – Rp 16,500,000  
e.   $\geq$  Rp 16,500,001
5. Guna membeli bahan bangunan : a.  Sekedar keperluan rumah tangga  
b.  Renovasi rumah  
c.  Membangun Rumah  
d.  Mengerjakan proyek

Pertanyaan:

1. Seberapa sering anda berbelanja ke toko bahan bangunan?  
a.  Setiap 7 hari b.  Setiap 14 hari c.  Setiap 30 hari  
d.  Setiap 2 bulan e.  Lainnya, sebutkan....

2. Berapa lama proses pembangunan sebuah rumah atau mengerjakan sebuah proyek?
  - a.  <2Tahun
  - b.  3Tahun
  - c.  4Tahun
  - d.  >5Tahun
  
3. Jika anda tidak membayar secara tunai, berapa lama tenggang waktu yang dibutuhkan untuk melakukan pembayaran?
  - a.  ≤15 hari
  - b.  ≤1 bulan
  - c.  ≤2 bulan
  - d.  ≤3 bulan
  - e.  Lainnya, sebutkan...
  
4. Jika dibuka toko bahan bangunan dengan konsep modern berskala menengah, apakah anda bersedia mengunjunginya?
  - a.  Ya, sebutkan alasannya...
  - b.  Tidak, sebutkan alasannya...
  
5. Dari berbagai masalah di bawah ini, urutkan dari yang paling sering anda alami:
  - a.  Terlambat dalam pengiriman barang
  - b.  Tidak dilayani dengan ramah
  - c.  Lambat dalam melayani konsumen
  - d.  Terlalu banyak debu
  - e.  Sulit mencari tempat parkir
  - g.  Lainnya,...
  
6. Kriteria dalam memilih toko bahan bangunan:

No.	Pernyataan	Penting	Tidak Penting
<b>Produk</b>			
1.	Kualitas bagus		
2.	Bermerek		
3.	Asli		
<b>Harga</b>			
1.	Murah		
2.	Sesuai dengan kualitas (merek)		
3.	Kompetitif dengan toko lain		
<b>Proses</b>			
1.	Kecepatan dalam menanggapi keinginan konsumen		



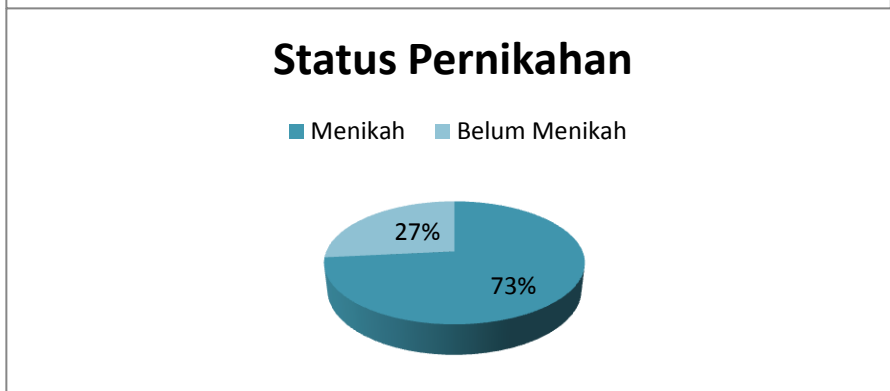
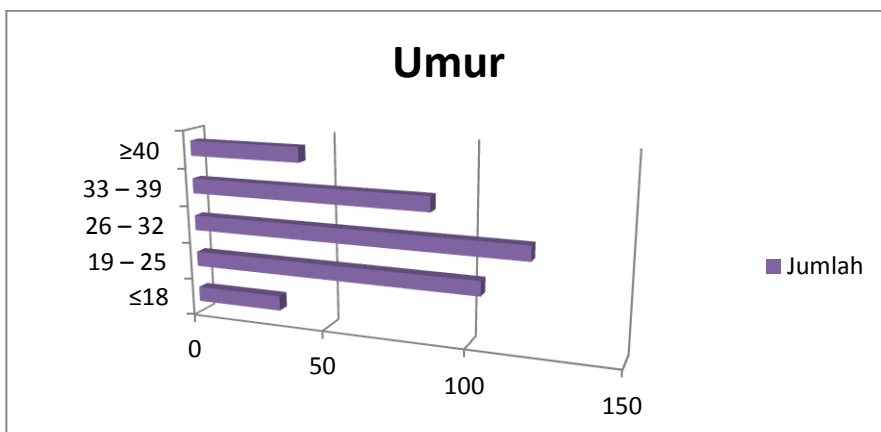
2.	Kecepatan dalam melakukan transaksi		
3.	Kecepatan dalam penyediaan barang		
<b>Promosi</b>			
1.	Mendapatkan hadiah ketika banyak membeli barang		
2.	Potongan harga (diskon)		
3.	Mendapatkan daftar produk		
<b>Tempat</b>			
1.	Tidak terlalu ramai		
2.	Mudah dijangkau		
3.	Ada tempat parkir		
<b>Pegawai</b>			
1.	Keramahan dari pegawai		
2.	Pengetahuan dari pegawai (tentang bahan bangunan)		
3.	Kejujuran dalam menjelaskan produk		
<b>Lingkungan</b>			
1.	Toko yang nyaman		
2.	Tidak terlalu banyak debu (kotor)		
3.	Rapi/Teratur		

Source: The 7Ps is used based on recognizes the distinctive characteristic of services, Lancaster and Reynolds, (2004).

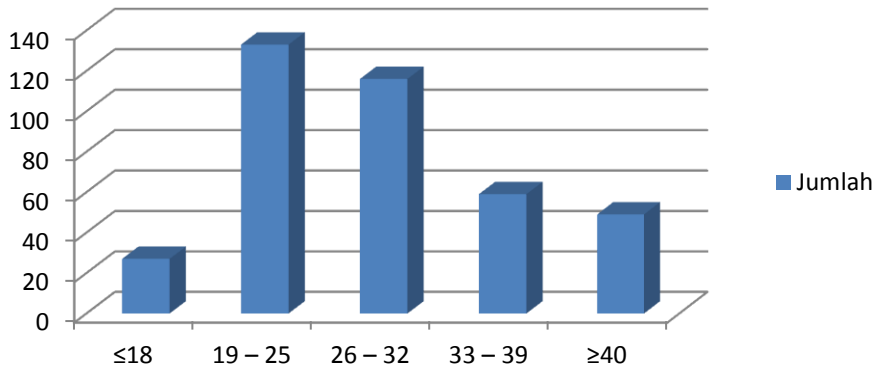
## Appendix 2

### Marketing Research Result

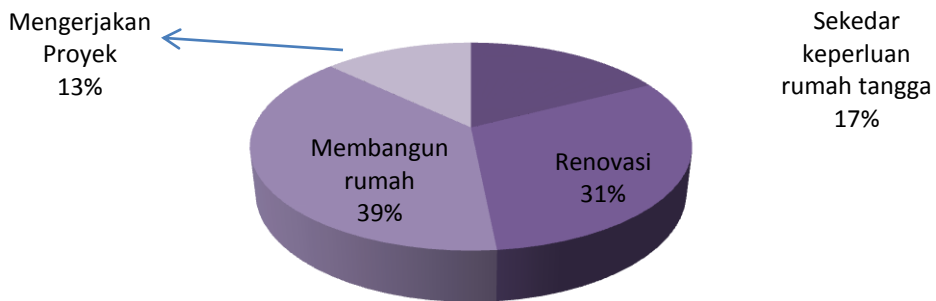
#### Chart of the Market Research Results



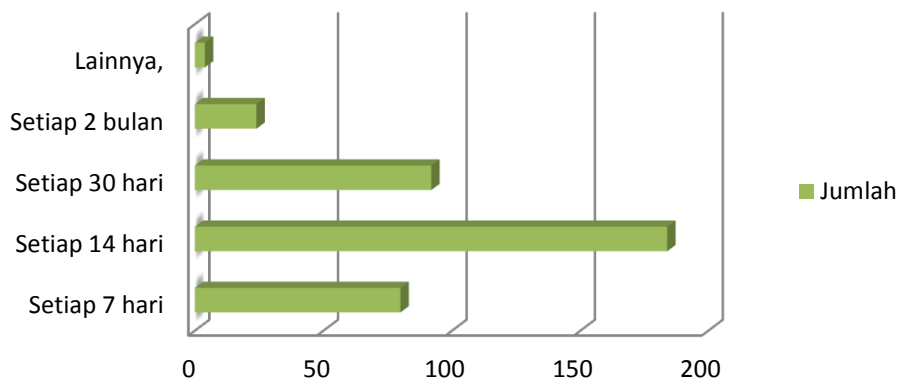
### Pendapatan per Bulan



### Guna Membeli Bahan Bangunan

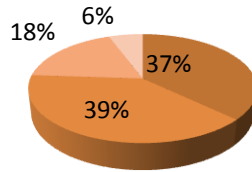


### Seringnya Berbelanja di toko bangunan



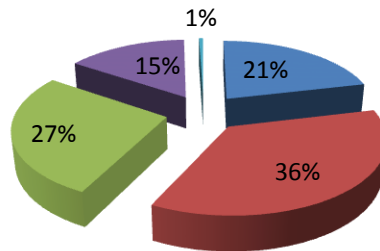
### Proses pembangunan sebuah rumah atau sebuah proyek

■ < 2 Tahun ■ 3 Tahun ■ 4 Tahun ■ > 5 Tahun

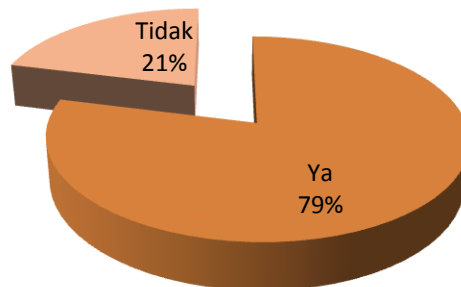


### Jangka waktu untuk pembayaran tunai

■ ≤15 hari ■ ≤1 bulan ■ ≤2 bulan ■ ≤3 bulan ■ Lainnya,

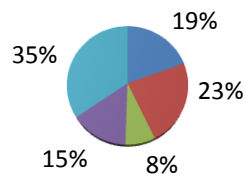


### Dibukanya toko bahan bangunan dengan konsep modern berskala menengah



### Urutan yang paling sering dialami

- Terlambat dalam pengiriman barang
- Tidak dilayani dengan ramah
- Lambat dalam melayani konsumen
- Terlalu banyak debu
- Sulitnya mencari tempat parkir

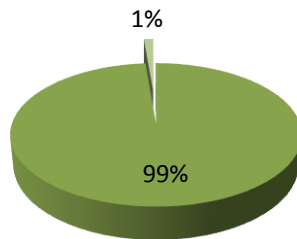


Kriteria dalam memilih toko bahan bangunan:

### Produk

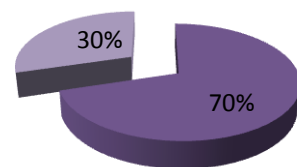
#### Kualitas Bagus

- Penting
- Tidak Penting



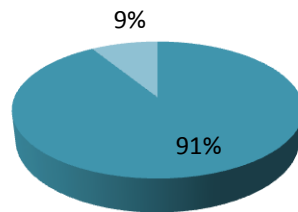
#### Bermerek

- Penting
- Tidak Penting



## Asli

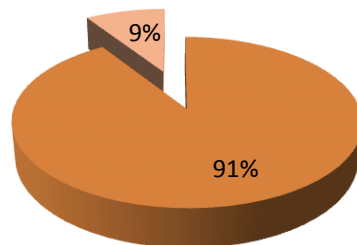
■ Penting ■ Tidak Penting



## Harga

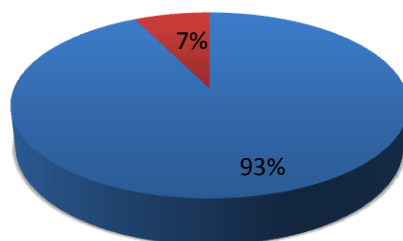
### Murah

■ Penting ■ Tidak Penting



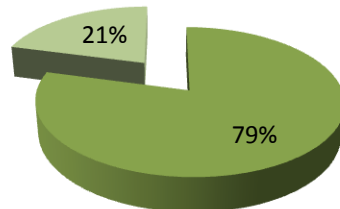
### Sesuai dengan kualitas (Merek)

■ Penting ■ Tidak Penting



## Kompetitif dengan toko lain

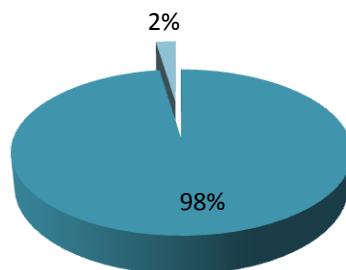
■ Penting ■ Tidak Penting



### Proses

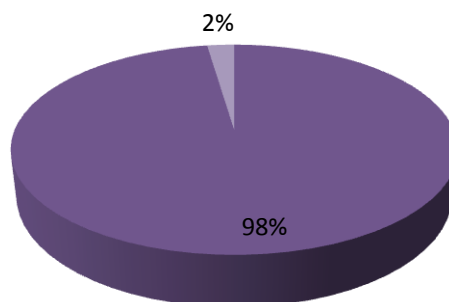
## Kecepatan dalam menanggapi keinginan konsumen

■ Penting ■ Tidak Penting



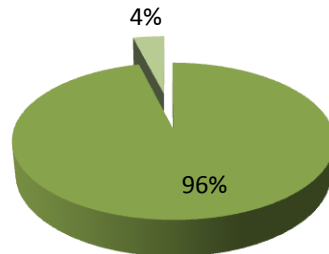
## Kecepatan dalam melakukan transaksi

■ Penting ■ Tidak Penting



### Kecepatan dalam menyediakan barang

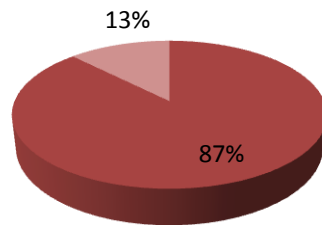
■ Penting ■ Tidak Penting



### Promosi

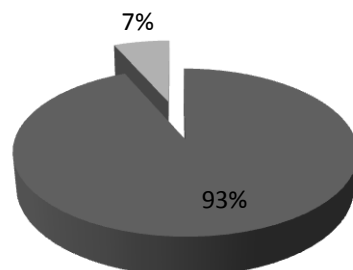
### Mendapatkan hadiah ketika banyak membeli barang

■ Penting ■ Tidak Penting



### Potongan Harga (Diskon)

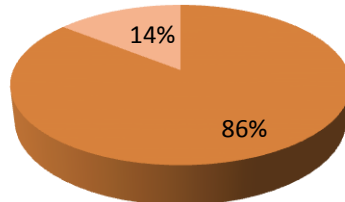
■ Penting ■ Tidak Penting





## Mendapatkan daftar produk

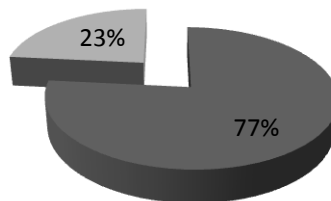
■ Penting ■ Tidak Penting



## Tempat

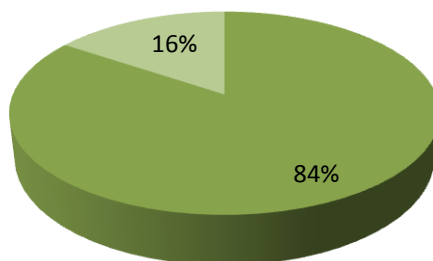
### Tidak Terlalu Ramai

■ Penting ■ Tidak Penting



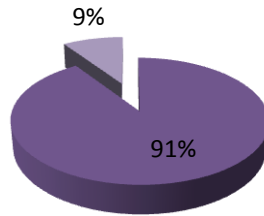
### Strategis

■ Penting ■ Tidak Penting



### Ada Tempat Parkir

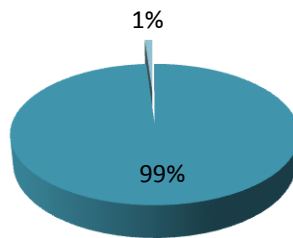
■ Penting ■ Tidak Penting



### Pegawai

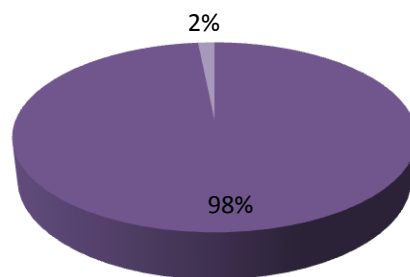
### Keramahan dari Pegawai

■ Penting ■ Tidak Penting



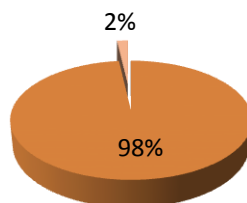
### Pengetahuan dari pegawai (Tentang Bahan Bangunan)

■ Penting ■ Tidak Penting



## Jujur

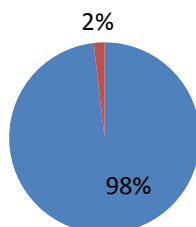
■ Penting ■ Tidak Penting



## Lingkungan

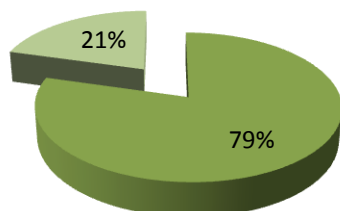
### Toko yang Nyaman

■ Penting ■ Tidak Penting



### Tidak terlalu banyak debu (Kotor)

■ Penting ■ Tidak Penting



### Rapi/Teratur

■ Penting ■ Tidak Penting

